SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

MAY. 1956

We Struck Out Fixed Expenses!
page 67

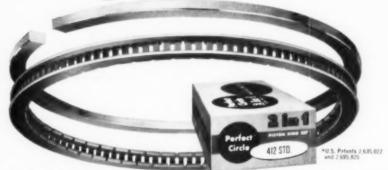
Yes, I Finally Retired, But page 74

Adjusting Automatic Lamp Control

page 88

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BE SURE of TOP performance!



Install Perfect Circle 2-in-1 chrome sets with the New type "98" chrome oil ring*

- In Perfect Circle's 2-in-1 Chrome set, the top compression ring was specially designed to perform where pressures are greatest, heat is highest, and lubrication is poorest.
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- BOTH rings are plated with thick, solid chrome that resists wear, more than doubles the life of cylinders, pistons

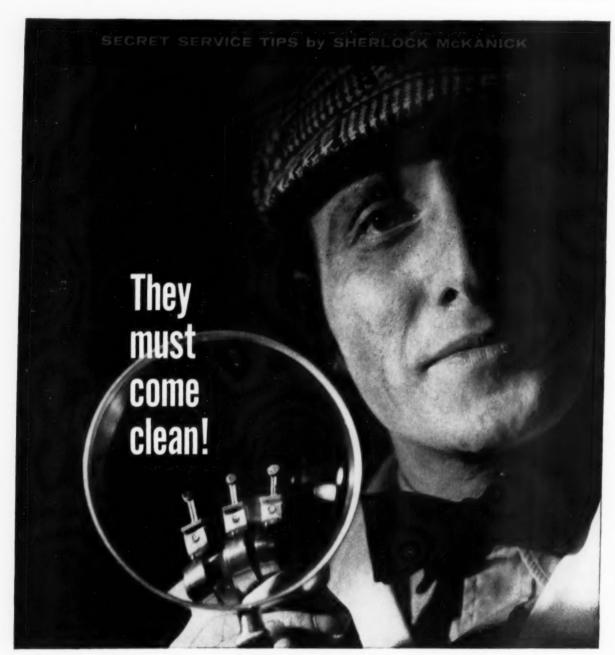
and rings. Top engine performance is assured to car owners—thousands of extra miles of positive oil control and sustained power,

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The brand most people prefer

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"Astonishing!" says Sherlock McKanick, noted Blue Streak trouble-sleuth. "But it's true—even brand-new breaker points must be handled with care and inspected to be sure they're clean enough for their initial job in modern high-speed engines. Oil, grease or dirt may get on the tungsten surface even during installation, and may impair engine operation.

"Did you know, for example, that you should use carbon tetrachloride to clear off fingerprints and smudges; and never, never use emery cloth or similar abrasives? Blue Streak Bulletin 70-52 is 'must' reading for any smart serviceman—it's loaded with practical tips."

Be one of the 40,000 Blue Streak Sherlock McKanicks and save costly delay and guesswork on hundreds of "engine mysteries". Register as a Blue Streak Dealer; you'll get a complete file of service tips. Write for Bulletin 70-52.

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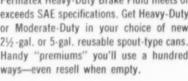
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5-gallon can

Permatex Heavy-Duty Brake Fluid meets or exceeds SAE specifications. Get Heavy-Duty or Moderate-Duty in your choice of new 21/2 -gal. or 5-gal. reusable spout-type cans. Handy "premiums" you'll use a hundred ways-even resell when empty.



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Mixes with all AT fluids-lubricates moving parts-prevents gum, sludge and corrosion. Correct viscosity assured. Temperature range from -40° to 300°F. Get this profitable business with Permatex uniform high quality. Order from your jobber now!



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Just changing automatic transmission fluid can correct a lot of erratic shifting troubles and give smooth operation. Try it on your next job!

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 36

MAY, 1956

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Big News! PROTO Now Makes the Exclusive Featuring the Famous TAC Open-End Ratcheling Principle

Open Secket Type Ratchet Wench

> Magic for those Hard-to-Reach Places!

PROFESSIONAL TOUCH

Closed Socket Type Ratchet Wrench 3/8" · 11/6" Openings



Crowfoot Type Ratchet Wrench %"- 3" Openings

In addition to the three types of ratchet wrenches shown above, the PROTO-TAC line includes ratcheting box wrenches, screwdriver attachments, rigid heads, and adapters for turnbuckles, standard sockets and internal wrenching.

Yes... PROTO has acquired the complete line of TAC ratcheting wrenches and is now the sole manufacturer of these patented, versatile tools.

Using the open-end ratcheting principle, these wrenches perform jobs that are otherwise difficult or even impossible to handle. They work in close quarters, over and around tubing and other obstructions, on hidden bolts and nuts, and in recesses or wells. Buy these revolutionary, time-saving tools from your PROTO dealer. Send 10¢ for catalog of entire line to

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5684



Automotive

SPOTLIGHT

May, 1956

Assembly plants are grinding away this month toward 3,000,000 cars. They rolled beyond the 2,000,000 marker for this calendar year in mid-April. A typical week's output in April was the 129,494 cars turned out for the week ending April 21, which brought production up to 2,142,134 passenger cars, 386,200 trucks and 1,300 coaches for 1956. The outlook continued to be for a fine year of 6,000,000-plus, although many franchise holders complained of the absence of much profit.

Ford was breathing less down Chevrolet's neck as April wore on. For example, as April 21 dropped off the calendar, Chevrolet had disgorged 584,081 cars and Ford had brought forth 450,682. Buick was gliding along comfortably in third with 229,838, while Plymouth had chalked up 163,136. All five divisions of GM had handsome production figures in their corner of the market.

National Automobile Dealers Association revealed in late April a meeting of dealers with the secretary of commerce over the dealers' concern with a report that one factory was in difficulty. NADA said the cabinet member expressed sharp interest in the situation and was watching developments.

There's turmoil today for franchised dealers. There's more turmoil than at any time in his 35 years in the business, said one of the South's most prominent dealers early this month. Addressing the convention of the North Carolina Automobile Dealers Association, John H. Lander of Atlanta asserted that there was only one answer: to build and maintain an organization devoted to the long-time principles of high business ethics and fair dealing with customers and employees. The Dodge-Plymouth dealer predicted that many in his audience would either get out or be forced out of business before another convention rolled around (see page 13).

Garagemen over the country are gradually dropping in line with the IGOA-- the Independent Garage Owners of America--which held its first annual convention at Wichita, Kan., last month. Executive Director Ralph H. James announced that the Chicago garagemen's group was leaning toward affiliation with IGOA. Parts and equipment whole-salers of Denver, of Tennessee and of Alabama heard details of the IGOA at their meetings last month and this month and pledged support to aid their customers in lifting the standards of their industry. James will address jobbers of the Southeast at the Southeast Automotive Show Conference at Asheville May 24.

GM's "extremely high profits" call for price cuts to consumers. That's what the senate's "big business" subcommittee headed by Senator O'Mahoney (D-Wyo) asserted in a staff report April 24. The report also said that the time may come when it may be necessary to consider limiting the corporation's expansion into any new fields. Since GM makes more than 80% of the buses, it may be time to "restore competition" in that industry, said the report. It was suggested that it might be healthy for competition if GM severed its tie with General Motors Acceptance Corp. The subcommittee has conducted many hearings.

Sealed Power GI-60 Groove Insert

works 4 ways to prevent groove and ring wear!



Feature Souled Power 61-60 a more everhaul bus

IMPROVES LUBRICATION . . . GI-60's heat-treated steel resists wear and pounding, prevents top ring groove from growing wider. This means better blow-by control, so oil does its job instead of being blown down into the crankcase. This lubrication is an important factor in reducing groove wear and lengthening piston life.

2. ACTS AS HEAT BARRIER... Aluminum grows soft under extreme heat, so pounding of the ring in the top groove produces a bell-mouth shape, causing blow-by and ring breakage. GI-60 acts as a heat barrier, prevents piston ring damage, lets top ring run cooler. Top rings last two to three times as long when GI-60 is used.

3. RESISTS ABRASIVES ... Dirt entering through intake acts as a lapping compound when embedded in the soft aluminum of the top ring groove, causing wear on both groove and ring. But dirt can't lodge in the hardened steel of GI-60, so the continual lapping action does not occur. Both rings

4. FIGHTS HARD CARBON ... Hard carbon particles resulting from combustion have the same effect as dirt noted above. GI-60 gives protection against this. In a 60,000-mile test of an 8 cylinder engine, four pistons equipped with GI-60 showed only 1/3 the groove wear recorded in four pistons,

Sealed Power SUPER-SIZER

leaves piston skirt SMOOTH—as it should be!

Of all piston resizing methods, Sealed Power SUPER-SIZER is the only one which uses an inside peening method to "cold-forge" the skirt back to its original cam contour, leaving the exterior of the skirt as smooth and flawless as the manufacturer intended it to be! Sealed Power SUPER-SIZER resizes pistons the professional way. Accuracy is absolutely controlled by split-second timing. SUPER-SIZED pistons retain a full bearing surface against the cylinder wall.

Ask your Sealed Power Jobber for this exclusive service!





Sealed Power Piston Rings BEST FOR RE-RING! BEST FOR RE-BORES

w Morest Path-The Heart of the Engine . Rings, Pistons, Pins, Sleeves, Valves, Water Pumps



Automotive

MARKETS

More Rubber Is Bouncing Our Way

THE AUTOMOBILE of tomorrow will ride more comfortably on rubber air springs, will have greater safety supplied by rubber crash padding and rubber bumpers, and will utilize rubber parts to add more style and color in car interiors.

Cars of the future will use even more than the 550 rubber parts adding up to an average of 100 pounds per car, other than tires, which to-day's cars incorporate.

This picture of the closer wedding of rubber to the automobile industry was presented in an address before the American Chemical Society's 129th national meeting last month at Dallas, Texas, by D. E. Harpfer, assistant manager of industrial products development of the Goodyear Tire & Rubber Co.

Already air springs are in use on trucks and buses and their extension to automobile use is the next logical step, said Harpfer. He said the springs, to be built of synthetic rubber, will provide a better-cushioned, level ride and will also permit a low silhouette of the car.

A typical type design of air suspension employs a bellows-shape spring which would displace existing metal leaf or metal coil springs.

Rubber gasoline tanks are also a distinct possibility for the near future, Harpfer said. Being flexible, rubber gas tanks can be mounted in different locations, and thus permit the car stylist to change lines in the rear of the car to improve over-all appearance.

Going a step further, he declared that the present metal bumpers could be supplemented or replaced with rubber for greater shock absorption in case of a collision.

The present safety factor of cars would be enhanced by the use of rubber padding in more places on the inside of the car. Some cars now have this padding on steering wheels and other parts to protect the driver and passengers.

Rubber is already being used to protect fenders from flying stones and other objects and similar rubber coverings can be employed to protect working parts, such as the universal joint and steering linkages. One car manufacturer has adopted a parking light made entirely of rubber.

Doors and windows of tomorrow's cars will be sealed with rubber strips made in colors to seal out air and water and to prevent noise, he

Harpfer said that during the past ten years, with increases in the power of automobiles and the use of automatic transmissions, power steering, brakes, window lifts and air conditioning, special rubber parts have been developed for this auxiliary equipment. Today, 74% of the rubber parts used in cars are made of synthetic rubber, specially processed for the required properties.

This means that the automotive industry is now more closely related to the "chemical economy" of rubber than ever, and the trend will continue in the future, he said.

Son of Breech Figures In Tarheel Deal

THE Ingram Motor Co. (Ford), Greensboro, N. C., has been purchased by Robert Breech and David T. Grubbs, both of Los Angeles, Calif. The company will be operated as Greensboro Motor Co.

Breech is the son of Ernest R. Breech, chairman of the board of Ford Motor Co. for approximately the last ten years.

Arkansas Town Gets Car Parts Plant

PLANS for the location of a new industry at Manila, Ark., to be known as the Hayden Twist Drill Co., have been announced by W. P. Rock, director of the Arkansas Industrial Development Commission, and Manila Bank President Eugene Fleeman.

The plant, which will manufacture automotive parts and drills, will be a combination of three firms previously located in Colorado, Illinois and Michigan, Rock said. It will occupy a building left available by another industry six months ago.

Fleeman said the plant is expected to be in production around January 1, employing 120 persons, with a weekly payroll of from \$5,000 to \$6,000.

Ample 100-Octane Gas Predicted by 1960

**P y 1960, 100-octane gasoline for automobiles will be common throughout the United States," according to John G. Moxey, Jr. of Sun Oil Co.

The assistant director of Sun's research and development department made this forecast at a meeting of the Natural Gasoline Association of America at Fort Worth, Texas, last month. He said premium-priced gasoline will average 100 octane by then and regular grades will average 93 octane.

Moxey said he expects average automobile engine horsepower will rise by 1960 to about 245 from the present 205 and average compression ratios to 10:1 from the present 8:4. Savings of nearly 10% are anticipated in fuel economy.

"One school of thought," he asserted, "feels that the turbine will eventually replace the conventional reciprocating engine; it is just a matter of time. Others are equally certain that the gas turbine presents too many difficult problems and that it hasn't enough advantages to be used in any but a limited way."



"I like the 1956 four-door

just fine and the little woman
likes the blue-gray two tone combination and you're giving me a
pretty good trade-in, although
not half as much as my old car is
worth, and I guess I can swing
the \$71.35 payments each month,
but..."

Here it comes. The prospect's in the mood, his wife likes the blue-gray, the sale's in the bag—and the top of the bag's wide open.

"... but what happens if I get the car half paid for and break a leg and am off the job and there's no ready cash for those payments? Suppose I am stricken with the cherrypit quickstep for a month or so and maybe even go to my last reward, as the fellow says? Who gets the car? What happens to the dough I've put in it?"

This is where you clinch it. This is where you walk him right up to the dotted line. And this is where we get in our commercial.

"Look," you say, "meet HAL, who stands for Associates' Health, Accident and Life plan. He looks like a cop, but he's an angel in disguise. He guarantees protection of your equity in emergencies. He meets your installments for you if you're laid up and can't pay. And if the cherry pits get you, he pays up all the remaining balance. Your wife or family gets the car free of debt. You're in the clear, whereever you may be.

And this is where he says, "Well! Why doesn't somebody tell me these things? Let me use your fountain pen, mine leaks."



SAYS THE PROSPEROUS PRO OF AUTOMOBILE ROW...

"Always have Associates' HAL on hand to keep the sale in the bag. All buyers fear the price and payments, whether they say so or not."

P.S. Call Associates for full information. You'll <u>sell</u> with HAL.



Associates
SOUTH BEND, INDIANA

Associates Investment Company Associates Discount Corporation



Automotive

NEWS BRIEFS



John S. Krider has been promoted to administrative manager of Nash Motors parts and service department, succeeding D. L. McLellan, who has been appointed manager. A native of Salisbury, N. C., Krider joined Nash in 1945. He became parts and service representative for the Atlanta zone in 1947 and later was district manager in the Atlanta and Charlotte, N. C., zones before being transferred to the central office in 1953 as assistant parts and accessories merchandising manager. He has been parts and service promotion manager since last May.

Ford Stockholders to Meet

The annual meeting of Ford Motor Co. stockholders will be held May 24 on the grounds of the Ford Rotunda at Dearborn. It will be the first such meeting since the company became publicly owned through the sale of 10,200,000 shares of common stock by the Ford Foundation last Jan. 17.

ANUAR APRIL AUGUS DECEMBER SMTWT SMT

May 10-13-13th Southwest Automotive Show, Coliseum, Houston,

tive Show, Coliseum, Houston.

May 12-13 — Annual convention of
Independent Garagemen's Association of Texas, Texas State Hotel,
Houston.

May 14-15 — Annual convention of Missouri Automobile Dealers Association, Hotel Muehlebach, Kansas City.

May 24-25 — Biennial Southeast Automotive Show Conference, Asheville, N. C.

May 26-28 — Annual convention of South Carolina Automobile Dealers

Association, Ocean Forest Hotel, Myrtle Beach.

June 3-6 — Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago. June 14-17—National Truck, Trailer and Equipment Show, Great Western Exhibit Building, Los Angeles. August 26-27—Annual convention of

August 26-27—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah.

August 26-29—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.

Sept. 20-22—Annual convention of Automotive Parts Rebuilders Association, Edgewater Beach Hotel, Chicago.

Sept. 23-25 — Annual convention of Texas Automotive Dealers Association, Commodore Perry Hotel, Austin.

Sept. 30-Oct. 2—Annual convention of Tennessee Automotive Association, Gatlinburg.

Oct. 4-5—Annual convention of Kansas Motor Car Dealers Association, Hotel Baker, Hutchinson, Kan.

Oct. 21-22 — Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City.

Oct. 21-23 — Annual convention of Florida Automobile Dealers Association, Fort Harrison Hotel, Clearwater.

Oct. 21-23—Annual convention of National Independent Automobile Dealers Association, Hotel New Yorker, New York City.

Oct. 21-23—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloyi Miss

Biloxi, Miss.
Oct. 24-26—Annual convention of
Automotive Trade Association of
Virginia, John Marshall Hotel,
Richmond.

Oct. 25-26 — Annual convention of Automotive Wholesalers of Texas, Statler-Hilton Hotel, Dallas. Nov. 11-13 — Annual convention of

Nov. 11-13 — Annual convention of Kentucky Automobile Dealers Association, Seelbach Hotel, Louisville.

Nov. 17-18 — Annual convention of Florida Automotive Wholesalers Association, Orlando. Jan. 26-30, 1957 — Annual conven-

Jan. 26-30, 1957 — Annual convention of National Automobile Dealers Association, San Francisco. April 4-7, 1957—Southwest Automo-

tive Show, Fair Park, Dallas, Texas. April 25-27, 1957 — Biennial Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla. May 9-12, 1957—Midwest Automotive

May 9-12, 1957—Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

June 20-23, 1957—Annual convention of Independent Garage Owners of America, Toledo, Ohio.

"All the latest safety features plus."







An indifferent drinker, it's a new concept in automotive power!

GM's XP-500

THE XP-500, first automobile in the world powered by a new engine that burns almost any type of fuel, was announced last month by General Motors President Harlow H. Curtice.

It will be unveiled at the May 15-16 dedication of the new General Motors Technical Center, where such engines have been under test the past three years.

Known as the free piston engine, designated GM-10-10, Curtice said the experimental power package represents an entirely new concept in automotive power.

"Although the principle of the free piston engine has been known for more than 30 years," he declared, "General Motors research staff is first to put it to work in an automobile."

The engine has no crankshaft or connecting rods, no rotating parts in the manner of a conventional engine with its pistons spinning a crankshaft. Basically its pistons operate like a bicycle tire pump or old-fashioned fireplace bellows, blowing hot gases through a pipe to a turbine. The spinning turbine powers the rear wheels.

Curtice said engineers directed by Dr. Lawrence R. Hafstad, GM vice-president in charge of research staff, are the first to design a free piston engine into such a small, compact unit. It generates a nominal 250hp and is described as a Siamese unit. This means it consists of two parallel cylinders, each containing a set of two horizontally opposed pistons—a departure from previous free piston engine design.

Heretofore this type of engine has been used primarily in Europe for such large size jobs as powering ships, locomotives, stationary powerplants and portable air compressors. These units usually consist of a large single cylinder or banks of disconnected single cylinders, each containing two pistons.

One of the most interesting features of a free piston engine is an unfinicky fuel appetite. In tests at Technical Center a unit has run on all types of mineral oils from high octane gasolines to so-called bunker "c" or residual fuels.

In fact, a GM experimental unit has been fueled with whale oil, peanut and other vegetable oils.

According to Arthur F. Underwood, head of GM research staff's mechanical development department, "This engine never heard about 'octane.'"

Although it is in the very early experimental stage, Underwood explained, the engine offers engineers many interesting possibilities with a new form of power not only for passenger cars but also for buses, trucks and military vehicles.

It has few high precision parts as compared with conventional piston engines and gas turbines. Also, engineers say, it is inherently balanced so that it operates virtually without vibration, and the comparative absence of rotating parts would cause little wear of rubbing metals.

The pistons are arranged opposite one another in horizontal cylinders. An air-fuel charge fired between them—with injectors like a diesel—drives the pistons apart, compressing air at the ends of the cylinders.

The compressed air bounces the pistons back toward inner "dead center" and as they travel inward they also compress air that pumps into a diesel cylinder. The backand-forth movement continues to compress air which is piped to a turbine.

Because these exhaust gases pumped to the turbine are relatively cool, no higher than 900° F., the turbine blades can be made of non-critical, non-strategic materials.

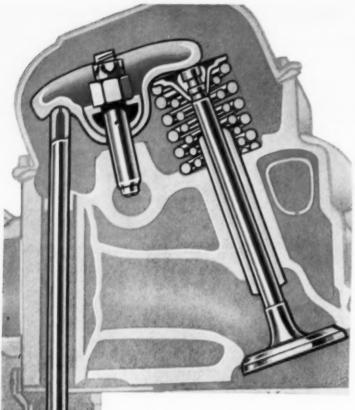
This feature also is attractive because conventional gas turbine engines, such as those in GM's earlier experimental cars, Firebird I and II, use alloys that are relatively scarce and expensive.

In the XP-500 the free piston unit or "air pump" is under the hood. The pipe to the turbine runs along one of the car's side or chassis frames, thus giving the passenger compartment a "flat floor." In the rear compartment the turbine is combined with the transmission-axle unit, transmitting power to the rear wheels.

Oddly, the name "free piston" is something of a misnomer. Actually the two pistons bouncing back and forth in the cylinder have to be kept "in phase" with a connecting device. In other words, they aren't free to rattle back and forth like two peas in a sealed test tube.

Baltimorean Leads De Soto

Stewart Motors, Inc., Baltimore, Md., was named top dealer in the country when De Soto Motor Corp. announced its top ten dealers for March. Rosenstock Motors of Houston, Texas, was named to third place.



USE THE FULL LINE!



"NO-LASH"

HYDRAULIC

VALVE LIFTERS

for replacement service needs...

More than
125 million
valve lifters
now working
in passenger
cars!

Valve lifters work hard every minute an engine is running. From cam to valve head they keep clearances tight and "lash" out. Hydraulic valve lifters were developed for an essential reason—to take the "lash" or clearance out of the multiple units that make up the valve train. AC "NO-LASH" Lifters, engineered to General Motors standards, prevent "lash" and give quiet, positive valve control. The "NO-LASH" line covers practically every lifter-equipped engine—so this one source will meet your service needs. There's a top-flight AC Lifter Service and Installation Manual which is yours for the asking. Get set to service lifter jobs with the AC line—the line that means customer satisfaction.

AVAILABLE PROMPTLY FROM YOUR REGULAR



SUPPLIER



Manufactured by the Diesel Equipment Division
Distributed by AC SPARK PLUG

THE ELECTRONICS DIVISION OF GENERAL MOTORS, FLINT, MICHIGAN

"In 35 Years I've Never Seen Such Turmoil," Asserts This Big Dealer

By JOHN H. LANDER

President, Lander Motors, Inc., Atlanta, Ga.

I'm NOT an alarmist, and those close to me say I'm always too much of an optimist, but I must say in all sincerity that in the 35 vears that I've worked at this automotive business, I've never seen conditions in such turmoil. I've never seen dealers so upset over developments in our business and I have never seen such universal, almost unanimous despair over the future of the automobile business as measured in profits, pleasure and satisfaction of performing a service in the dealer's communities.

So, you see why I say that we must forget the past and look ahead. Many a dealer will decide in the next few months of '56 whether to give up the battle, or whether to start over and fight for the future of his dealership-and sad as it may seem, I predict that many a dealer in attendance at this 1956 North Carolina dealers convention will not be here for your

1957 meeting.

I don't think any of you stand in any danger of being cancelled by your factories this year, but some of you will surely go broke, some will sell out, just before going broke, and some of you who are well off financially will just quit in utter disgust.

Why such gloom? Why such unpleasant predictions? What has happened to cause such unrest and what can be done about it?

Fair questions all, and probably you know the answers as well as I do. Maybe, on the other hand, you haven't given it much thought, so if my cries in the wilderness tonight help just one of you in the future, I will feel amply repaid for my visit here among you.

First, consider the lack of profits in our industry. For the past two years our profits after taxes amounted to less than 1% of our volume. I personally think the picture is even worse than the Nation-

Presented here are excerpts from an address prepared for delivery before the annual convention of the North Carolina Automobile Dealers Association at Pinehurst May 6, John H. Lander, whose Dodge-Plymouth dealership in Atlanta is one of the biggest Dodge franchises in the world, has long been a dealer and earlier was a finance company executive. He is a director of NADA and a past president of the Georgia Automobile Dealers Association and the Atlanta Automobile Association.

al Automobile Dealers Association can give us, because I know of many dealers who were just ashamed to report their losses last year and did not send in state-

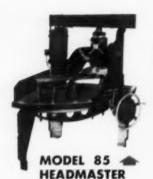
So, it is my opinion that profits on the whole are actually less than the published figures, if you can imagine such unsignificant percentages. The cruel part of it all is that this has happened at a time when our volume was the greatest in history, when conditions were the finest in our national history and when our factories made profits, both in volume and percentage of sales never before equalled!

Surveys made by NADA in the last two months indicate that profits so far this year are much worse than last year's profits! Can we dealers be blamed for worrying about our future when we survey what's happened to our profits in these fine times, with perfect conditions for banner years, and then wonder what might happen to our businesses at the first signs of a recession or even a slow-up in the national economy?

Next, consider the loss of our prestige in the eyes of the public. (Continued on page 213)

George Lemon Sugg (left), manager of the Mississippi Automobile Dealers Association, was presented a plaque by the National Automobile Dealers Association at Jackson last month in recognizing the fact that more than 80% of the franchised car and truck dealers in that state are members of NADA. Left to right also are Miss Evelyn Traylor, secretary to Sugg; L. Flowers Hamrick of Greenwood, NADA director for the state, and C. H. Hawkins of Kosciusko, MADA president.





Restores original Milled surface to cylinderheads. Automatic operation. Dial-O-Matic stock removal cantrol.

THE STORMIZED THE STORMIZED SHOP is equipped for GREATER PROFITS!

STORM-VULCAN Machines are designed and built for



2 LABOR-SAVING FEATURES

3 LOWER COST OPERATION

Don't you agree that these are the important features YOU look for when selecting machines and equipment for your machine shop? If you do camshaft regrinding, crankshaft regrinding, cylinderhead milling, piston grinding, cylinder boring, connecting rod reconditioning — or if you rebuild engines completely — these points make the difference in your profit picture. Get the facts, and see why it is best to STORMIZE in every department of your machine shop. Build your business and boost your profits year after year with Storm-Vulcan equipment.



Send for our complete catalog and information about our merchandising and educational program for machine shops.



MODELS 15 and 15A CRANKSHAFT GRINDERS

MODELS 75 and 75A CAMSHAFT GRINDER

Regrinds automotive, marine and indus-

trial camshafts. Positive controls assure fast precision performance with minimum

operator fatigue.

Exclusive, patented features provide high speed with precision performance offered by no other machines.

STORM-VULCAN INC.

The Nation's Leading Rebuilders and Shops STORM-VULCAN Machines

OTHER
FINE QUALITY
STORM-VULCAN
ENGINE
REBUILDING
MACHINES

JR-60 Turbo-Blast Cleaning Machine. Others — 20 gal. to custom 50,000 gallons.



Model D-1 Dynomaster Engine Run-in and Test Stand.



U-30 Rittest Connecting Red Aligner, Checks for twists and bonds.



- ALO

RODMASTER—Grinds and hones connecting rods.

Garagemen Plan for the Future

THE new, serious-minded leader of the Independent Garage Owners of America asserted after his election at the first annual convention last month:

"Talk continues to come up about our turning into a buying organization. It has been tried in California and in every instance it has failed. You can rest assured that it will never be tried in IGOA if I have anything to do with it."

Howard Eves of Pasadena, Calif... who started in the garage business in 1919, won the backing of the powerful California delegations to take the helm of the year-old organization. The convention, held at the Lassen Hotel in Wichita. Kan., April 6-8, was attended by delegates from the 15 states. Delegates numbered nearly 50, while representatives of the allied members (factories) and guests swelled the total present to approximately 110.

A number of changes in the bylaws were agreed upon and several regional, part-time managers were designated to spur garagemen



These men will lead the IGOA into its second year's operations (l. to r.): Robert W. Chase of Phoenix, Ariz., secretary-treasurer: Ralph H. James of Tulsa, Okla., executive director; Ernie Welborn of Wichita, Kan., renamed first vice-president; Howard Eves of Pasadona, Calif., president: Paul O. Wilson of Toledo, Ohio, second vice-president; Bert Cook of Dallas, Texas, retiring president, and John R. Breneman, Jr., of Lancaster, Pa., who is the third vice-president.

into local and state associations which would become units of IGOA. Allied memberships had reached 29 by convention time.

The board took under consideration for future decision a proposal that it provide a plan for financing repairs for customers of IGOA.

It granted a three-year contract to Ralph H. James of Tulsa, the former garageman who has kingpinned the organization to its present level. James announced the availability, at cost, of IGOA decals and metal signs. In his report he (Continued on page 192)

At the head table at the IGOA banquet were (l. to r.): Mrs. Robert Chase and husband (the new secretary-treasurer) of Phoenix, Ariz, John R. Breneman, Jr., of Lancaster, Pa., third vice-president; Bert Cook Dallas, Texas, retiring president; Paul O. Wilson Toledo, Ohio, second vice-president; Mrs. Ralph H. James and husband (executive director of IGOA) of Tulsa, Okla., Mrs. Ernie Welborn and husband

(the reelected first vice-president) of Wichita, Kan., William C. "Bill" Herbert, editor of this publication, toastmaster; Mrs. O. C. Holaday and husband, vice-president of Ramsey Corp., St. Louis, who addressed the banquet; Howard Eves of Pasadena, Calif., the new president; Mrs. Ed Hudson and husband (president of the Kansas IGO) of Wichita, Kan. The banquet was a highlight of the first annual meeting.





DID YOU HEAR

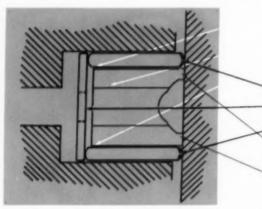
what the man said.

HE SAID ...



RINGS HAVE CRA

....at open-throttle high speeds and at high-vacuum low throttle speeds



POSITIVE LOW SPEED "HIGH VACUUM" OIL CONTROL

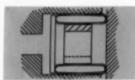
Low speed oil creep around the side of the ring is prevented by using accurately machined separator which supports the cylinder contacting rails throughout their depth and circumference and prevents rocking. This provides uniformly close clearance between the groove wall and the rail without reducing the free action of the ring in the groove.

POSITIVE OIL CONTROL AT HIGH SPEEDS

High speed "flutter" or "surf boarding" is controlled by special flexible reverse loop expander which provides a more uniform high unit pressure on the two cylinder contacting rails. The rails are chrome armored but are prelapped and heat shaped for rapid break in.

WILL NOT GOUGE OR SCUFF CYLINDER WALL

The spacer will not gouge or scuff the cylinder wall because it is made of electric furnace iron. It is another oil ring in itself with built-in tension and two additional scraping edges. With the two chrome armored rails and the two oil scraping edges on the spacer, the 400 oil ring is really two rings in one.



ORDINARY STEEL SPACER

Ordinary Steel Spacer lacks broad support to prevent rocking in the groove. Sides of the spacer are not machined. Lack of machining prevents a uniformly close clearance between the groove wall and the rail, so oil passes around back of the ring.



ORDINARY STIEL RAILS

Ordinary steel rails are not earn ahaped by heat treatment, therefore do not produce positive contact with the cylinder throughout its electronspagners.



MEAT SHAPED CYLINDER CONTACTING RAILS

Cam simpling by beat trentment produces the same "light tight" fit in cylinders that exist in picton rings that are individually cast to a cam shape. This cam shaping, suctuaive with McQuay-Norris, is bearing adges are chrome armored.

very important where the bearing edges are chrome armored When these chrome surfaces are prelapped, it produces positive contact with the cylinder throughout its circumference and assures efficient trouble free ring and cylinder. Me.

McQUAY-NORRIS MANUFACTURING

ST. LOUIS . . . TORONTO

LARGEST PRODUCER OF SMALL RINGS IN THE AUTOMOTIVE INDUSTRY.



"400" OIL RING

> Millions of installations have proved beyond a doubt that Chrome Control Leak-Proof Piston Ring sets will outperform any other piston ring set regardless of kind, design or price.

> For quick seating, no waiting for break in, satisfied customers and more money in the till, start using them today. They're guaranteed.

CO.

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ds

using acting cking. ill and roove.

l flexh unit hrome

made uilt-in irome e 400

CHROME

EAK-PROOF

PISTON RINGS

Will outperform any other piston ring set regardless of kind, design or price.



McQUAY-NORRIS

COMPLETE LINE SERVICE

Designed and produced for the service field





YOUR VAN NORMAN JOBBER'S SHOP is a part of your own shop...



Ready <u>right now</u> to recondition all your customers' HEADS, BLOCKS, MANIFOLDS with the VAN NORMAN NO. 562

Heavy-Duty Surface Grinder

Yes, your Automotive Jobber has the know-how to do the job, and has the finest machine made, with which to do it ... the big red grinder that does all 3 jobs with top speed and accuracy, and smoothest finish . . . in fact, the fastest automatic wet surface grinder on the market today, to get your jobs out on time.

Ask your Van Norman Jobber to show you exactly how this No. 562 machine does the finest job you or your customers ever saw on heads, blocks and manifolds . . . and at the most reasonable price.

Many exclusive features of this new machine add up to a guarantee of profit for you. In fact, your Van Norman Jobber's Shop is your best bet for every type of reconditioning work. Get in touch with him now. Van Norman Automotive Equipment Co., Springfield 7, Mass., U. S. A.



The Best Equipped Shop is the Van Normanized Shop

Champion Introduces With All-New

Tests in cars prove it delivers 24% more road horsepower than plugs with about 10,000 miles on them. Gives 39% quicker starts, too. Laboratory and truck-fleet tests prove it stands up better in all high-power engines.

Strong words, but there's proof to back them up. In tests conducted by one of the country's largest independent research centers, we found that replacing old plugs with our 5-rib Champions with the new Powerfire electrode really improves performance.

Some of the results were spectacular. For example, a 1955 six-cylinder car whose plugs had gone 10,000 miles actually showed a gain of 72.5% in road horsepower! A 1954 V-8, whose plugs had gone 12,000 miles, got a boost of 53.5%. Some cars, of course, showed smaller gains; 20% in the case of one 1955 V-8 and only 6.5% (the smallest gain) in another. But all gained—and the average road horsepower for all cars tested was a fraction better than 24%.

And new Champions reduced starting time by as much as 71%, with an average of 39% for all cars tested. Laboratory and truck-fleet tests prove that Champions with the new Powerfire electrode really stand up better—deliver more power for full 10,000 miles—in modern high-power engines. (See right-hand page for detailed results of these tests.)

These results make potent sales tools for you, give your customers good reasons for buying new Champions now.

We'll announce these great new Champions to the public with the biggest concentrated advertising and merchandising campaign in spark plug history, starting about June 1 with double-page ads in 27 major national magazines, with a total readership of over 101 million.

Here's your chance to make extra profits by putting a drive on these new Champions. When the ads break, it will take only a suggestion from you to sell plenty of profitable, 5-rib Champions, the world's largest-selling spark plug.

Sincerely, Jim L

P.S. We've been shipping these new plugs for some time. The boxes look the same, but the Champions you have now are the new ones. Why not start telling your customers about them right away?

New Spark Plug Powerfire Electrode!

More power - for passing, for hills, for the straightaway!



These new Champions offer your customers 24% more road horsepower for all-around better performance—plus 39% quicker starting. It's a story—told in our national ads—that will really boost your Champion sales.

Trucks Prove Longer Life



One of Wilson's fleet that tested new Powerfire electrode in tough over-the-highway use. The new electrode gave 13,300 miles of service—330% of former mileage. Truck-test results in all fleets averaged 315% of mileage obtained with ordinary electrodes.



ORDINARY ELECTRODE



NEW POWERFIRE ELECTRODE

Photos show difference between ordinary electrode and new Powerfire electrode after identical service in same engine. Ordinary electrode (top) is pitted and burned . . . cannot deliver good performance. New Powerfire electrode (bottom) is still able to deliver full power and performance.

Peak Efficiency -Range



Graph above shows difference in engine performance. With Powerfire electrode (red line), performance is in peak-efficiency area throughout plugs' entire life. With ordinary electrode (black line), performance steadily decreases as plugs progressively deteriorate.

SELL NEW 5-RIB



SPARK PLUGS



COMPANY . TOLEDO 1. OHIO

SOUTHERN AUTOMOTIVE JOURNAL for May, 1956

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whether they realize it or not people want COLUMBUS shock absorbers because

PEOPLE WANT A SAFER CAR!

You can give your customers a safer car, and

You can make \$1,000 a year

selling COLUMBUS if you'll take an extra few minutes and investigate the shock absorbers whenever you have a car on the hoist for routine service.

Sell SAFE comfort...Sell COLUMBUS

Ask your COLUMBUS jobber now for FREE "M. O."

(Method of Operation)

MATERIALS

OR WRITE DEPT. SA HECKETHORN MANUFACTURING &

SUPPLY CO.

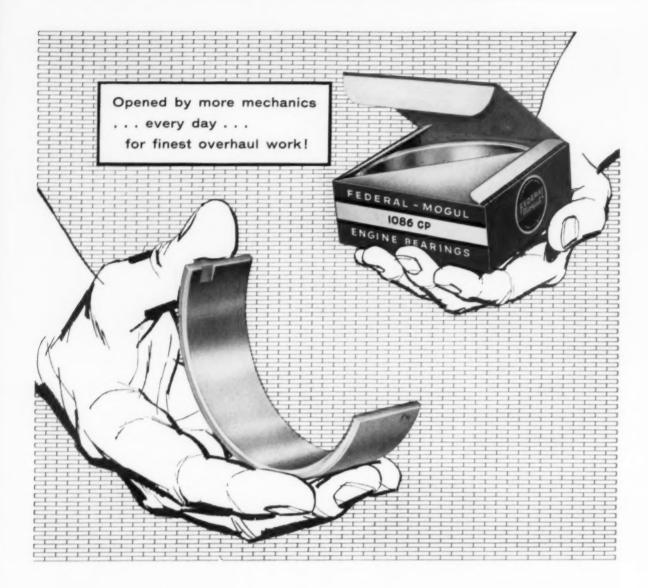
Littleton, Colorado

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OTHER QUALITY PRODUCT BY . HECO.







Where performance counts most

GIVE THEM Fm QUALITY!

Reach into that red-and-black engine bearing box . . . the Fm bearing there is a known and preferred quality part!

Federai-Mogul quality pays off in performance. Surveys prove it. Fm bearings are the best known brand for car, truck, bus and tractor replacement. Ask your jobber! He provides fast Federal-Mogul service!



FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc.

RESEARCH . DESIGN . METALLURGY . PRECISION MANUFACTURING . SERVICE



IDENTIFY VIXEN FLEXIBLE BY THE WHITE ENVELOPE . . . VIXEN RIGID BY THE WHITE TANG

Try These Other Famous HELLER BRAND FILES:

HELLER american-Swiss SWISS PATTERN

HELLER TOOL CO.

Subsidiary of Simonds Saw and Steel Co.

NEWCOMERSTOWN, OHIO **NUCUT®** AMERICAN PATTERN

Branches: New York, Detroit, Chicago, Los Angeles

YOUR HELLER DISTRIBUTOR CAN SUPPLY ALL YOUR FILE NEEDS

NEW WEAVER WASH RACK JACK

cuts down on car washing time!

only \$6950 dealer price

SEE IT NOW AT YOUR WEAVER JOBBER!

Here at last is a jack especially designed for wash rack use. It's just the thing for shops and stations specializing in high speed car washing where minutes saved means money earned. Consider how its exclusive features can step up your car washing production and profits.

AUTOMATIC POSITIONING. Built-in wheel chock automatically spots large, non-slip saddle under differential housing. There's no equipment to move or manipulate for every car that's washed.

ONE STROKE LIFTING. Entire rear of car is lifted free of floor on one turn of handle through 180° arc. Lifting height is 101/4".

FASTER TIRE WASHING. Operator can rotate both rear wheels for quick, thorough washing of tires. No additional lifting is required.

EXTRA CLEARANCE. Low saddle height assures adequate clearance for all cars. There is no obstructing equipment at rear of car to impede movement of operator.

COMPLETE SAFETY. Safety lock prevents accidental lowering of load.

> SEE YOUR WEAVER JOBBER OR WRITE US FOR BULLETIN SAJ-461



asy does it-

WEAVER LO-HI-DRAULIC JACKS

Available in models of 2, 4, and 10 tons capacity to answer every need. All models have famous Quick-Lift Lever originated by Weaver which simplifies spotting and permits jacks to lift light loads in cramped quarters without use of handle. Handle operates on any phase of stroke...stays in vertical position when not in use. Saddle lifts to full 24" height. Long, low slung frame reaches remotest spotting points. Ball bearing wheels and casters assure maximum maneuverability.



WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

SERVICE SHOP EQUIPMENT

Complete Weaver line includes: Twin Post Lifts . . . Single Post Frame Type Lifts Unit Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . Jacks . . . Wheel Dollys . . and Air Compressors.

NEW!

THOR AIR AUTOMOTIVE IMPACT WRENCH \$19750

EASY PAYMENT



CONTROLLED TORQUE!

Most Powerful ½" Square Drive Impact Wrench on the Market!

- ★ Completely new impact mechanism only FOUR MOVING PARTS!
- Finger-tip push-button reverse for easy one-hand operation.

SOLD ON EASY PAYMENT PLAN

THOR POWER TOOL COMPANY, Aurora, III.

Branches in all principal cities

TOOLS

Equipped with speed and torque regulator. Popular accessories and attachments available. Other Thor Automotive Air Impact Wrenches available up to 1½" bolt capacity. Ask your Thor Automotive jobber for a demonstration. Thor Power Tool Co.



A salesman for the United Motors System asked me how I'd like half of the cars on the road as potential customers? I allowed as how I would. Then he took me out on the street and proved,

right there, that about every other car that passed my door was originally equipped with General Motors parts.

There isn't a readymade market in the automotive parts business that can compare with that. I was sold!

Figure it out—every time GM sells another car, there's a future potential customer for servicemen handling UMS parts. Last year they sold over 4,000,000 cars!

That's why I say—Readymade market??? UMS backs me up with the best!

eadymade market?

UMS backs me up with the best!

ALMOST HALF OF AMERICA'S VEHICLES USE THESE GENERAL MOTORS ORIGINAL EQUIPMENT PARTS



Available through independent distributors everywhere

Chassis and engine parts for BUICK, CADILLAC, CHEVROLET, GMC, OLDSMOBILE, PONTIAC * DELCO batteries HARRISON radiators * MORAINE gasoline filters * MORAINE engine bearings * DELCO automotive motors GUIDE lamps * DELCO-REMY starting, lighting, ignition * KLAXON horns * AC gauges, speedometers DELCO shock absorbers * NEW DEPARTURE ball bearings * HYATT roller bearings * HARRISON thermostats ROCHESTER lighters * PACKARD cable products * ROCHESTER carburetors * DELCO brake parts and fluid INLITE brake linings * GM Hydra-Matic units and parts * SAGINAW steering * DELCO electronic parts

Listen to Lowell Thomas Newscast on the CBS Radio Network. See local listing for time and station.





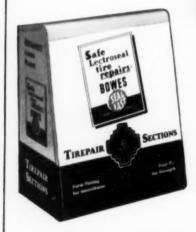
- ◆ Do you take casing off rim .
- ◆ Take tube out of casing . . .
- Patch tube ...
- **▶** Put tube back in casing . . .
- ◆ Put casing back on rim . . .

Why not repair the Casing too?

Why put all that time against small fee you get for patching tube. Easy to sell customer idea of repairing hole or break in casing when you tell him costs little and will add lots of miles. Do customer an actual favor . . . make yourself a real profit . . . repair the casing too.

It's quick, easy, profitable with





TIREPAIR Sections are light in weight, extremely flexible. Rubber-impregnated 4 ply rayon cord fabric strips in crisscross pattern places greatest strength

right over break. Tapers to feather edge all around. Handy cabinet provides stock of assorted sections, space for solvent and cleaner, Lectroseal B-33 rubber repair stock, valves and cores.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA
HAMILTON, ONTARIO, CANADA + LONDON, ENGLAND
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA







TOOL KIT

Service even the hard-toget-at filters on today's cars. This Filter Service TOOL KIT is available to you at a fraction of its cost.



Contains illustrated instructions for servicing filters on all cars. Ask your Jobber's salesman for your FREE copy.



NATIONAL ADVERTISING

Leading national consumer publications, including LIFE and SATURDAY EVENING POST, tell your customers how they save money with WIX—give you powerful sales support.

Your customers feel it quick—in their pocketbooks—when their cars are pinned down on the road or in the shop by sticky valves, scored cylinders and worn bearings. The common cause of these troubles is dirty motor oil full of grit, dirt and gummy sludge. The thrifty cure . . . prevention . . . and your assurance of continued customer satisfaction, is WIX Engineered Filtration.

WIX provides a *complete* Line of top-quality, HEVI-DUTY Oil Filter Cartridges for every car that drives into your Shop . . . prescription-type Filtrants including Premium WIX-KNIT and Pleated POROSITE for full-flow systems, Resilient Density WIXITE for by-pass systems . . . PLUS a complete Sales and Merchandising Program backed by consistent, National Consumer Advertising to boost your Cartridge sales.

Take advantage of this money-making opportunity—write for details today!



OIL FILTERS / CARTRIDGES

WIX CORPORATION . GASTONIA . N. C.

In Canada: Wix Accessories Corp. Ltd., Toronto



Here are just a few of the many advantages YOU GET WITH A CURTIS

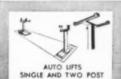
- 1. The New CV Models have been completely redesigned for performance and appearance.
- 2. Positive Unloader unloads compressor whenever it stops...Not affected by power failure.
- 3. Fully Enclosed Vacuum Type Crankcase . . . Keeps oil in-keeps dirt out.
- 4, Other Important Features-Timken Main Bearings; Centro-Ring Pressure Oiling; Curtis-Built ASME Tank with ASME Safety Valve . . . and 102 years of manufacturing experience "built-in"!

Remember... you can count on



MANUFACTURING COMPANY . PNEUMATIC DIVISION

1938 KIENLEN AVENUE . ST. LOUIS 20, MO.











PACKAGED AND REMOTE AIR CONDITIONING EQUIPMENT

Your customers put their safety in your hands!



When hydraulic brake systems need repair... use genuine Wagner Lockheed BRAKE PARTS

Your failure to use top quality replacement parts in repairing hydraulic brakes could seal the fate of your customers and others. Don't take that chance. Standardize on genuine Wagner Lockheed Hydraulic Brake Parts.

Wagner replacement brake cylinders, cups, boots, pistons, springs, hose, and washers are manufactured to the same specifications, by the same machinery, as parts used in complete assemblies for original equipment. This assures perfect fit...quick, easy replacement...safe, dependable performance...maximum service life.

All parts are available from one convenient source—your nearest Wagner jobber. He can also supply you with Wagner Lockheed Hydraulic Brake Fluid and Wagner Brake Lining.

Wagner Electric Corporation

6362 Plymouth Avenue, St. Louis 14, Mo., U.S.A. (Branches in principal cities in U.S. and in Canada)



You can depend upon WAGNER QUALITY because Wagner Products are used as original equipment by manufacturers of cars, trucks, buses and trailers.

EL Wadner

...the best known name in brake service

. P56-5

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID...CoMax BRAKE LINING...NoRol...AIR HORNS...AIR BRAKES...TACHOGRAPHS...ELECTRIC MOTORS...TRANSFORMERS...INDUSTRIAL CRANE BRIBGE BRAKES

"One of the <u>best</u> tool investments we ever made!"





The SIOUX Impact Wrench can easily cut nut running time to ½ of what it was by hand. When you think of the number of jobs requiring nut running, and the time involved, it's easy to see why men, who have been buying tools for a long time, say "It's one of the best tool investments we've ever made!"

Expect to cut your labor cost substantially

with any impact wrench. Look to SIOUX for leadership in power, performance and endurance.

Model Number 325 \$ 99.75 Model Number 330 127.50



REVERSE CAP SWITCH LOCK

Prevents reversing with the switch on —eliminates burning commutator, brushes and switch contacts.







USE STANDARD THE WORLD OVER ... THROUGH

ALBERTSON & CO., INC.

SIOUX CITY, IOWA, U.S. A.

ELECTRIC IMPACT WRENCHES . GRINDERS . FLEXIBLE SHAFTS . POLISHERS . DRILLS HAND SAWS . SANDERS . VALVE FACE GRINDING MACHINES . ABRASIVE DISCS



For UNDERCOATING Bay is ideal. No overhead beams to block undercoating areas. Workangles best for operator and finished job... from any angle. Hose off lift... off floor.



For speed in BRAKE, TIRE AND WHEEL WORK Bay Rocker-Head Stands with the Bay Lift put all four wheels off the ground. Hose off lift . . . off driveway.



STEAM CLEANING with Bay means easy, fast control of car-angle, steam, and dirt removal ...all AWAY from operator. Raise cars fast with Bay to show steam cleaning results to Used Car buyers, too!



For BODY AND FENDER REPAIR Bay raises the area to be worked on to comfortable "workbench level." Allows faster position changes for maximum convenience and efficiency with minimum operator fatigue.



For ENGINE WORK . . . under or over . . . on any car, cab or truck . . . Bay lets the mechanic look AT his work not strain UP to it.

DIFFICULT, AWKWARD WORK-POSITIONS IN AUTOMOTIVE SERVICING WASTE TIME AND MONEY!



THE BAY-LIFT ELIMINATES THE TOUGH ONES . . . PUTS CARS AND TRUCKS IN 3 CONVENIENT WORK-ING POSITIONS . . . AND EACH IS A REAL

POSITION-FOR-PROFIT

WHATEVER THE JOB

Only a few of the many jobs which can be done better and faster with BAY are shown here. BAY is the most versatile piece of equipment a modern shop can own. It eliminates waste-time and makes money. There's no waiting to get cars UP in a POSITION-FOR-PROFIT for you, or cabs and trucks out of the shop. . . back on the road . . . in POSITION-FOR-PROFIT for their owners. A BAY, under the car, will work for you—selling parts, oil changes and grease jobs—wherever an air hose can go, indoors and outdoors. Double-locks automatically in raised position. Then, air hose can be pulled off for use with impact tools, etc. You'll put your BAY to work a new way every day. BAY is truly the POSITION-FOR-PROFIT lift. Get full details from your jobber. Bay Mfg. Division, Life Time Products Corp., Box 537-S5, Youngstown 1, Ohio.

THERE'S NO END TO YOUR **POSITION-FOR-PROFIT**WITH THE BAY COMPLETE 3-WAY PROFIT-PACKAGE



BAY LIFT

MODEL P-3000

AND HEAVY-DUTY

TRUCK MODEL T-5000



BAY ROCKER-HEAD STANDS MODEL B



MODEL H-3000

See BAY at Booths 319-20-21, Southwest Automotive Show, Houston, May 10-13.

Fritz J. Keller Company 3341 Winthrop Fort Worth, Texas

SOUTHERN REPRESENTATIVES:

Seaboard Industries, Inc. 2010 Chamberlayne Ave. Richmond 22, Virginia BAY LIFT

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NEW AROLUBE LINE

Beautiful new ARO-LUBE Reels save space . . . speed service.

With NEW AL-207 PUMP



The new AL-207 Pump . . . perfected after three years of research and development! Not one failure in 12,260 grease jobs during tests ranging from Arizona to northern Canada. Uses less air and fewer strokes to pump more lubricant! As for performance, the new AROLUBE line of

cabinet models and new lube reels is a worldbeater! ARO-engineered and built for extra years of usage, big savings in time and operating costs. See your Automotive Wholesaler now for all the facts!



AROLUBE Cabinet Models build lube profits with sporkling performance!

> THE ARO EQUIPMENT CORPORATION BRYAN AND CLEVELAND, OHIO

Aro of California, Los Angeles 7, Califo Aro Equipment of Canada, Ltd., Toronto 15, Ontaria. Offices in All Principal Cities

LUBE EQUIPMENT

Also . . . AIR TOOLS . . . AIRCRAFT PRODUCTS ... GREASE FITTINGS

PROGRESSIVE ENGINEERING MAKES THE DIFFERENCE

VITCH
DUSING
RETURN SPRIN

NECTORS DRIVE

OVERRUNNING CLUTCH

DELCO-REMY PRESENTS A NEW TREND-SETTING ENCLOSED SHIFT LEVER CRANKING MOTOR

Delco-Remy's newly developed Enclosed Shift Lever cranking motor provides effective shielding from road splash, ice and dirt—assures greater starting dependability in all weather—requires no periodic lubrication.

The unique drive end housing completely encloses the entire shift mechanism, including solenoid plunger, lever, lever shaft, and over-running clutch drive. Specially designed, the new built-in solenoid has a seamless drawn steel case, an improved gasket between case and switch housing, a longer bearing surface for the plunger, and an improved contact assembly with molded insulator actuating rod. The solenoid case is flange mounted tightly to the protective drive end housing, and the switch is electrically connected directly to the motor by extensions of the field coils which pass through an elastic grommet in the frame.

A special compressed assist spring on the armature shaft aids the solenoid during initial movement to provide more positive shift action on engagement. A strong, smooth-acting, compression-type shift lever return spring—located inside the solenoid case—assures quick, unhesitating disengagement from the flywheel.

The new, more compact, smaller diameter overrunning clutch saves vital mounting space—reduces interference problems—makes possible a shorter overall motor length.

This revolutionary new cranking motor—introduced on General Motors cars for '56—is another example of Delco-Remy leadership "Wherever Wheels Turn or Propellers Spin."

DELCO-REMY . DIVISION OF GENERAL MOTORS . ANDERSON, INDIANA



GENERAL MOTORS LEADS' THE WAY-STARTING WITH

Delco-Remy

ELECTRICAL SYSTEMS



New Griffin Emergency Blinker plugs into cigarette lighter—for instant use!



360° Lamp with Screw-on mounting

New, also, is the Model 362 Griffin Emergency Blinker with screw-on mounting. Perfect for part-time service on police cars, ambulances-hearses, public utility cars, or other vehicles used only occasionally for emergency duty. Lamp is easily screwed onto roof mounting which contains special electrical jack for operating current. Cover for jack when lamp is not being used.



Model 360 Emergency Blinker

Griffin conventional, permanently mounted 360° emergency lamp. High-intensity blinker—for fire, police, highway vehicles, ambulances, emergency trucks, utility trucks.

You're all set for any emergency—in seconds—with this new Griffin portable high-intensity emergency blinker. No matter what kind of trouble occurs, you can warn oncoming traffic, in all directions, with this 360° danger signal fastened right on the trouble source. Perfect for police cars or emergency vehicles.

This new portable blinker (Model No. 361) is equipped with large rubber suction cups bolted on the base. Mounts securely on any flat, smooth surface.

Like all Griffin emergency blinkers, this new model has a special airport prism-type lens for better visibility—farther. It projects a high-intensity light pattern in every direction—clearly visible in daylight or darkness. 10 feet of cord permits plugging into disabled vehicle or emergency vehicle. Available with plug for cigarette lighter, or with battery clamps if desired.

THE GRIFFIN LAMP COMPANY, HAMILTON, OHIO, SHELBY, MISS.

Warehouses: Boston, Pittsburgh, Los Angeles, San Francisco, Seattle















• Use Monmouth* bearings. There are Monmouth Micro* or Clevite* 77 bearings exactly right for every type of vehicle shown here. You'll have no installation problems and the bearings will last longer thanks to perfect fit and unsurpassed quality.

Monmouth bearings are available from N.A.P.A. jobbers coast to coast.

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ENGINE BEARINGS

Clevite Service
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Division of Clevite Corporation, Cleveland, Ohio, U. S. A.





THIS IS NO

...a check of accepted

	Original	Equipment Record on the u	SP of special	
		COATED MATERIAL	or special materials and	d asbestos treated shells
* * *	BUICK	955 1954 . 1953	1952 1051	ASBESTOS
	CADILLAC			1949 1948
	CHEVROLET			
8 8	CHRYSLER			
	DESOTO			
	DODGE			
	FORD			
	HUDSON			
	LINCOLN			
	MERCURY			
	NASH			
	OLOSMOBILE			
	PACKARD			
	LYMOUTH			
PO	NTIAC			
Service Inc.	Men	es special coated materials and asbestos		and the same of th

SHELL GAME!

original equipment standards proves Walker "Precision Tuning" provides the right shell construction for each individual engine!

Here is one place where people can really get fooled. To the average car owner most mufflers look pretty much alike—from the outside. And the shell is just something to hold the "insides in" and resist external corrosion.

This, of course, is furthest from fact. As horsepower has increased and muffler designs have changed to meet new requirements, proper shell construction has become increasingly important in the control of objectionable shell noise. And the use of special coated materials to increase corrosion resistance has become an accepted standard industry practice.

Note on the chart at left the complete recognition in 1955 by all car factories of the necessity for coated materials and special shell treatment.

Particularly noticeable, also, is the relationship of asbestos-treated shells to the higher horsepower engines as shown on the chart of original equipment standards. Not only are asbestos-treated shells essential to the proper control of shell noise on these high-horsepower engines—but, because asbestos treated shells maintain internal temperatures at a higher level, they also greatly

increase the life of the muffler by more effectively reducing corrosion. This extra advantage is completely overlooked by most "replacement" muffler manufacturers.

There is no one shell construction or combination of materials that meets the different requirements of the many different engines. To provide the right combination of the right shell construction and the right shell materials, there are 18 different shells used in the production of Walker "Precision Tuned" Silencers. And this does not include the many variations in cross section, round and oval, or the variations in length to assure proper clearance and fit.

Of course, it is cheaper, and far easier, to standardize on a few shell designs which claim to be "cure-alls." But car factory standards have found no such simple solution to the problem of shell noise and corrosion.

It isn't weight or gauge of material that makes a long lasting muffler. It's the right combination of materials... internal design... and shell construction that give Walker "Precision Tuned" Silencers the proper performance and endurance for each individual engine.

(For further discussion of special coated materials, see next pages)

There are 18 different shell constructions used in



Single Wrapped Lock Seam Plain Steel



Single Wrapped Lock Seam Hot-Dipped Zinc-Coated Steel



Single Wrapped Lock Seam Aluminum-Coated Steel



Double Wrapped Lapped Seam with Cover Plain Steel



Double Wrapped Lapped Seam Plain Steel with Asbestos Insert



Double Wrapped Lapped Seam Hot-Dipped Zinc-Coated Steel with Asbestos Insert



Single Wrapped Lock Seam Plain Steel with Asbestos and Cover



Single Wrapped Lock Seam with Liner Both Hot-Dipped Zinc



Double Wrapped Lapped Seam Ribbed Plain Steel

LOW BACK PRESSURE ACQUSTICALLY TRIFLOW LOUVER CONTROLLED OUTLET TUBE ACTION DRAIN HOLES TO ELIMINATE CORROSION LOW FREQUENCY PRODUCTS LARGE SIZE HIGH 6 HIGH FREQUENCY ROUGHNESS CHAMBER ENERGY ABSORPTION ROUGHNESS CHAMBERS TUNING TUBE SPECIAL DRAIN HOLES FOR INTER-CHAMBER

ALUMINUM COATED STEEL HEADS. PARTITIONS AND OUTLET LOUVER TUBE FOR CORROSION PROTECTION

LARGE VOLUME LOW FREQUENCY RESONATING CHAMBER

HEAVY GAUGE ZINC SHELL WRAPPED ASBESTOS AND STEEL COVER (ELIMINATES "SHELL NOISE" AND REDUCES CORROSION)

CONDENSATE DRAINAGE REDUCE CORROSION

RIGHT

WALKER

"Precision Tuning"



Double Wrapped Lapped Seam Plain Steel



Double Wrapped Lapped Seam Hot-Dipped Zinc-Coated Steel

Double



Double
Wrapped
Lapped Seam
Hot-Dipped
Zinc-Coated
Steel with
Cover



Double Wrapped Lapped Seam Plain Steel with Asbestos and Cover



Wrapped Lapped Seam Hot-Dipped Zinc-Coated Steel with Asbestos and Cover



Single Wrapped Lock Seam Hot-Dipped Zinc-Coated Steel with Asbestos and Cover



Double Wrapped Lapped Seam with Ribbed Cover Plain Steel



Double
Wrapped
Lapped Seam
Hot-Dipped
Zinc-Coated
Steel with
Ribbed Cover



Heavy Duty Truck 16-Gauge Plain Steel

WALKER

"Precision Tuned" Silencers



WALKER MANUFACTURING COMPANY OF WISCONSIN - RACINE, WISCONSIN Exhaust Silencers - Oil Filters - Jacks

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NOW WITH E:Z AIM PLATFORMSFOR USE WITH ANY APPROVED AIMING DEVICE

The new improved Tung-Sol Vision-Aid Headlamp can be quickly adjusted with any approved aiming device—or can be aimed visually. Three E-Z Aim Platforms, precision-molded on the face of the lens, provide contact points for all the new mechanical aimers. They assure accurate beam adjustment in a matter of minutes—even in broad daylight. These headlamps are fully interchangeable with all sealed beam headlamps of the same voltage.

Car owners benefit from wonderful new safety features of all Vision-Aid Headlamps: The new, more powerful beam gives 80 extra feet of seeing distance down the right side of the road; filament cap and new lens design improve visibility in rain, fog and snow.

Most new cars and all earlier models are a big market for pairs of these safest of all headlamps—the Vision-Aid Headlamps with the E-Z Aim Platforms. See your Tung-Sol distributor for full details.



May Is National Vehicle Safety Check



What automotive miracles will be wrought on 'the drawing-boards of Detroit in the next ten years? What's the limit on SIZE . . . on HORSEPOWER?

These questions concern you now, because the machine tools you buy today must work on the cars, trucks, tractors and busses of tomorrow.

One way to be sure your automotive machine tools will have a long profit-making life is to make sure they bear the name LEMPCO - which means they are "forward-designed", with the future in mind!

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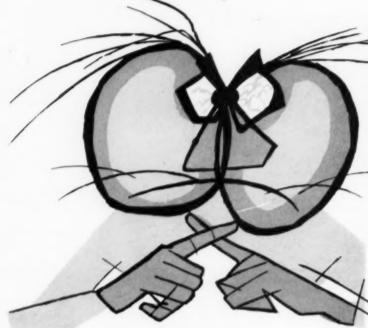
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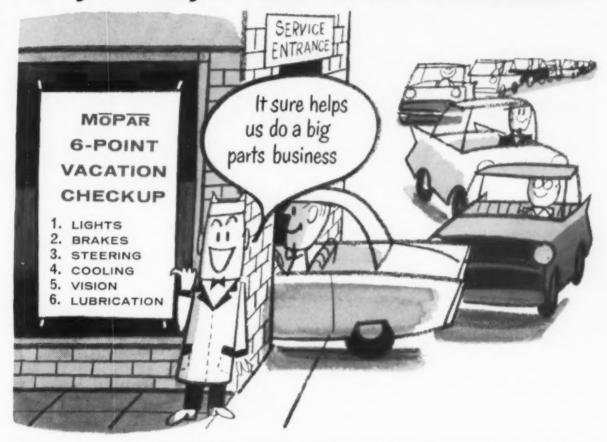
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Southland BATT

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Tie in with MoPar's Vacation Checkup Promotion

for more parts sales per checkup!

MoPar is making a big push encouraging owners of Plymouth, Dodge, De Soto, Chrysler and Imperial cars and Dodge Job-Rated Trucks to get a MoPar 6-point Vacation Checkup.

Cash in on this promotion with MoPar parts
—the only parts engineered and guaranteed by
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Help yourself to even more business by using MoPar promotion material around your shop. You can get it free from your regular MoPar supplier.

MoPar parts are quickly available at all Plymouth, Dodge, De Soto and Chrysler dealers and MoPar Parts Wholesalers.

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POPULAR SCIENCE

terial will help promote MoPar's Vacation Checkup in your shop. Take advantage of these free promotional materials by prominently displaying them.

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GET PROFITABLE PIN AND ROD WORK FOR YOUR OWN SHOP...

You'll save time and make money with modern Sunnen Shop Equipment

FOR PIN FITTING and ROD RECONDITIONING

Sunnen Honing Machines have no equal for producing exact clearance or interference pin fits. There's no guesswork—every hole is accurately gaged, and held to within a "tenth"

When equipped with rod reconditioning mandrels, these machines are used following the new Sunnen Cap and Rod Grinder to round up the crank pin bore

of con rods, and bring the holes back to original size. You save real money by reconditioning rods quickly and accurately with this new method.

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Sunnen Heavy-Duty Honing Machine
—Model LBB-1299—Hones all bushings
and bores from .370" to 3.300" in diameter including pistons, rods, spindle bodies,
hydraulic brake cylinders, steering sector
housings and air compressor cylinders.

See

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Booth Nos. 88, 89, 90

and watch our interesting demonstrations of the newest and most profitable service ideas:

pin fitting rod reconditioning crankshaft grinding cylinder grinding rod aligning

... and the line of Sunnen service tools

Sunnen Cap and Rod Grinder— Model CRG-500—for precision grinding cap and rod faces at the parting line. Machine includes diamond dresser and rod assembly fixture.

For Your Protection Insist On Sunnen Measured Pin Fits

The bearings you need when you need them

Get the BCA ball bearings you need—when you need them—from your Federal-Magul Service jobber. He can give you quick "on-the-spot" service—he knows automative problems and can help you when you need help. BCA and Federal-Magul Service—your double guarantee of the right automative replacement bearing . . . and the right bearing service.





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BOWER ROLLER BEARINGS

are used as <u>original equipment</u> by hundreds and hundreds of manufacturers

So satisfactory and trouble-free is Bower roller bearing performance, that many users of Bowerequipped vehicles don't even know that Bower works for them every day! This kind of performance stems from Bower's unique design and construction skills gained in more than 50 years in the bearing business. From the standpoint of operating efficiency and economy, it will be to your advantage to specify Bower roller bearings whenever you have bearing replacement jobs.





Top-Prestige Alinement Service with the Get the Finest in Top-Profit,

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No matter what your space or bud-get limitations, you can now offer the world's finest front-end service with TELALINER! It's yours for as little as \$43.50 per month on your jobber's pay-out-of-profits plan. For "Limited Space" Service, Telaliner with the Bear 3831 alinement rack requires only 12' x 13' of floor area.

Here is truly the finest front-end service. Telaliner does not merely give you a projection of electrical readings...instead.dial readings are actually faith-fully displicated right on the giant, crystal-clear.

screen. They are transmitted through an exclusive electro-magnetic system, utilizing direct cable transmission. Nothing could be more accurate.

In addition, the new Telaliner brings you: new checking heads for even faster readings, more accurate results; tomorrow-styled design for greater prestige; the famous Telaliner TV-like screen for topnotch sales-appeal; and, of course, the business-building power of the

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a great new dual-purpose tester for opening up a vast new market!



Now, for the first time-a new, lightweight radiator and pressure cap tester! And, it is available through your AC supplier for only \$9.55*!

AC engineers have developed a pressure tester that makes it possible to check radiators and pressure caps right before your customers' eyes.

The test is quick and easy. The evidence is convincing proof that customers must accept. Here is a chance to sell pressure caps as they have never been sold before . . . and in quantities that have never been sold before.

A recent spot check of cars on the street indicates that a large percentage of all cars in use need new pressure caps today. And, now you can prove it to your customers' satisfaction.

Get set to take care of your part of this 24,000,000-pressure-cap market now with this great new tester.

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Seven popular, fast-moving types of pressure caps packaged in colorful display carton. Puts you in the pressure cap business fast with an assortment that fits practically



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ADAPTER KITS available for resurfacing Automatic Transmission Drums. Yours for as low as 10% down with 24 months to pay—also available new Lease Purchase Plan—No Down Payment required.

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The BRAKE DOKTER... precision fits brake shoes while in position on the backing plate for full



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Advanced aviation structural
design eliminates
needless weight,
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... provides great
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you can afford all the jacks you need!

Model SJ-11 -1 1/2-ton capacity

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Low lifting height
Height of lock
Width of saddle spread 41/4"
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Revolutionary concept in service lifting! At last! An all-purpose jack . . .

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Low in cost — universal in application! Automotive men call it the most <u>amazing mechanical</u> service jack ever built!

Yes Sir! Here's a rugged, portable one-end lift that every station and shop can afford! Now you can handle modern cars the right way for faster, more profitable tire switching, wash jobs, brake service, chain installation, body and fender work and road service. Really great news for those now without a one-end lift — and great news, too, for the thousands who need additional jacks but couldn't afford them!

Measures up to every rigid test

The startling new "Jeep-Jack" has features galore that were road tested, service tested and laboratory tested. It weighs a very portable 44 pounds — easy to tote around or toss into your "Jeep" truck or cycle for road service — and lifts one end or one wheel of any car! Never before has \$27.50 bought so much jack!

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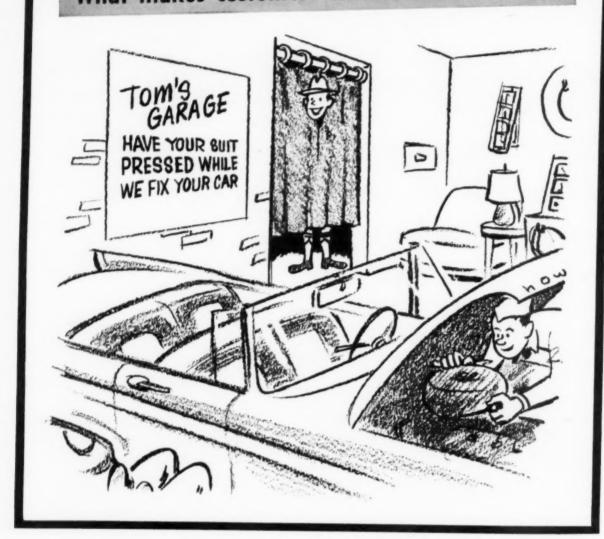
Don't buy any other mechanical jack till you've seen the "Jeep-Jack" in action! Phone or see your Jobber — order one "Jeep-Jack" or more — today!



BLACKHAWK

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What makes customers come back for more?



They'll <u>all</u> come back if you give 'em the best. When it's a bearing job... just tell 'em it's TIMKEN'!

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UNLIKE most any other product in the highly competitive Automotive Industry, HOLMES stands alone in the Wrecker Field. The one standard for Wrecker Users that is universally recognized throughout the automotive world.

HOLMES is today, the world's most widely used Wrecker because *Holmes Products* are broadly accepted as the safest, most satisfactory units available for the handling of disabled motor vehicles. For more than 41 years the trade has looked to Holmes Engineering for Wrecker and Towing Equipment to meet *every* service requirement. During this time the Ernest Holmes Company has designed and developed a wide variety of models for the handling of jobs under every possible working condition. The combined results of these years of working with users to meet actual road problems gives Holmes' Engineers a rich background of experience unequaled by any other manufacturer.

The New Holmes Line includes six streamlined wrecker units all varying in price, size and capacity. Although each model has its own desirable points, each unit has built into it all the established features of Holmes construction plus many new and important engineering improvements. Today only HOLMES offers such Tried, Tested, and Proven performance in such a wide choice of models. See your jobber or write direct to factory for details.



HOLMES 460 MODEL



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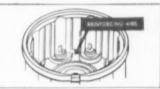
Install AUTO-LITE Original Distributor Caps and Rotors for full power performance

IMPORTANT SERVICE TIP: At regular service time . . . and especially when engine tune-ups are ordered . . . it is good shop practice to remove the distributor cap and inspect all inserts and rotor for signs of abnormal oxidation or pitting. There is no way to check or adjust the gaps between the rotor segment and the cap insert. This equipment is manufactured by Auto-Lite with close tolerances specified for good operation. Therefore, if there is a reasonable doubt, it is advisable to install a new matched Auto-Lite distributor cap and rotor to assure efficient operation. The outlay is small . . . but it really pays off in improved performance.

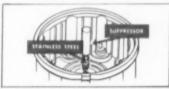
As the major supplier of complete electrical systems for so many leading car, truck and tractor builders, Auto-Lite works directly with their engineers to assure the efficient function of many interrelated parts. Precision designing, plus rigid manufacturing and testing standards, maintains dependable operation of these parts whenever replacements are necessary.

You'll never go wrong by matching good workmanship with original Auto-Lite Service Parts. Both build good will and an ever-growing following of loyal service customers.

THE ELECTRIC AUTO-LITE COMPANY, TOLEDO 1, OHIO



Reinforcing ribs strengthen the caps and eliminate flash-over between inserts. Make for easier starting in cold or damp weather.



10,000 ahm radio interterence suppressor is held in constant contact with rotor blade by corrosion-resistant spring.



Rotar manufactured within strictly specified limits to prevent possible mechanical interference between blade and cap inserts.

help to increase Sales and Service Volume



HUGE, READY-MADE MARKET—Millions of Auto-Lite equipped cars, trucks, tractors and boats give you a huge, ready-made market for Auto-Lite parts. This market is pre-sold on the dependability of Auto-Lite Original Service Parts.



SERVICE SCHOOLS—The Auto-Lite Service School in Toledo, and distributor-sponsored service schools throughout the country, provide special training to help you serve your customers better. See your Auto-Lite distributor for his program.



"WHAT'S THE MATTER-BAD BRAKES?"

No real harm done here, but what about the next time? Make sure your customers' brakes are safe.

Pull a wheel

Look at the brakes

Show the customer what's needed

And when you reline, use Grey-Rock Balanced Braksets, the linings with the difference you can see, show and sell.





SEE the difference. Distinctive Grey-Rock brake linings look different—are different. You can see it in the many different types of linings Grey-Rock combines in sets engineered to give balanced brake action and longer lining life.



SHOW the difference...in distinctive Grey-Rock woven and molded combinations. Where used, they provide far better brake action than molded linings alone. In other Grey-Rock sets, all-molded types give the best results.



SELL the difference. When you can see and show the difference, you can sell the difference. Explain how different shoes, even in the same brake, do different work, and why different types of lining are necessary for balanced brake action and long wear.

ASK YOUR JOBBER FOR GREY-ROCK FACTORY-BONDED SHOE EXCHANGE FOR HIGHER RELINE QUALITY, LESS LABOR PER JOB, GREATER PROFITS

Only Grey-Rock makes

BALANCED BRAKSET LININGS

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

Consistently advertised in the

POST and Farm Journal





RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Industrial Rubber, Engineered Plastic, and Sintered Metal

Products • Rubber Covered Equipment • Asbestos Textiles • Laundry Pads and Covers • Packings • Abrasive and Diamond Wheels • Bowling Balls



We Struck Out Fixed Expenses! By Jack Amatucci Vice-President, Tom's Chevrolet, Inc. (by \$16,000 Monthly)

THE dealer who wants to stay in business today must cut expense and increase income. For most of us, this is a foregone conclusion; the only question is how.

Looking back over the months of our own operation analysis when we reduced fixed expense from \$39,000 in November, '55, to \$23,000 in March, '56, we ourselves had to do some major overhauling in our approach to facts and revised procedures.

We, like a good many other dealers, assumed certain departments were operating profitably. but when we took costs and broke them down item by item, we proved to ourselves that we were in the dark as to true income and outgo, that wastefulness was going on that we were indifferent to.

that we did not have valid figures on what it was costing us to operate our gas station or retail used cars.

We had been kidding ourselves on how much profit the volume in these departments represented. Not until you take your expenses apart and insist on knowing why a monthly telephone bill comes to \$900, what it actually costs you to wash a car, or why the body shop missed out on \$100 in materials in an estimate on a \$400 wreck job, do you really know your operating costs and where you stand.

First thing to do in approaching overhead is to cut your heart strings from your purse strings. Don't go right down the expense sheet—payroll, promotion, utilities, parts department — slashing

right and left. Take one item at a time, and break it down for complete study in black and white. Learn what the costs are in relation to production, to sales.

The facts will be a revelation. And when you ultimately come up with a daily operating sheet with a complete analysis of every department that lets you know at a glance what's making you money and how much, you will realize as we did that gross profit for '55 could have been \$100,000 more, if you had taken the bit in your mouth a year ago.

We took payroll first, sat down with our office manager and discovered costs of non-productive employees were out of ratio to production. We had two switchboard operators from 7 a.m. to 10 p.m.,

The intimate details of how overhead was slashed in every department.

"First thing to do in approaching overhead is to cut your heart strings from your purse strings. Don't go right down the expense sheet slashing right and left. Take one item at a time and break it down for complete study in black and white. Learn what the costs are in relation to production, to sales." Personnel, record-keeping and ordering supplies were reshaped, helping trim costs from \$39,000 last November to \$23,000 by March of this year. How many companies can boast of such a record?

and a tag and title clerk, all irregularly occupied throughout the day. We cut out both switchboard operators and combined tag and title work with the switchboard, saving \$110 a week.

Two porters moving cars from the lanes to the lot and from the mechanics' stalls to the parking lot were dropped at a saving of \$120 a week. Mechanics now move cars from their stalls when they have completed their work, and a crane operator unoccupied in the morning pitches in moving cars from the service lanes.

We had three assistant managers and paid appraisers on salaries. My brother and I have taken over all appraising and managing, and have placed all assistants on straight commission, effecting a savings of approximately \$500 a week.

A separate body shop at a location a block away was brought under our roof, materially changing our expenses. A body shop foreman at \$125 a week was taken off salary, and now in a subsupervisory working post in the body shop gets 50% of customer labor, whereas mechanics regularly get 45%. Our service manager supervises the body shop. Removal eliminated \$500 a month in light and heat expense, \$500 in rent; now renting out the building we collect \$700 a month, putting us ahead \$200.

After a careful study of our gas station, we concluded that a gas station could not be profitably run alongside an automobile business. Many services are performed that could be handled just as well by the shop. The duplication of equipment and labor at two operations with personnel performing the same job doubles overhead. We discovered in our study that it was costing us money every time we washed a customer's car. Moreover, a porter had to run the car over to the station for greasing.

We have leased out the station and our mechanics now handle lubrications and oil changes. This move saved us approximately \$5,000 a month in payroll, rent, utilities, incidentals (insurance, uniforms, etc.), at a loss of very little gross profit, for we are carrying out practically the same amount of volume with our own shop mechanics.

Next department we looked into was our service shop to see what expense could be cut there. We eliminated our control tower, saving \$110 a week on one man's salary. We took one of our mechanics, made him a working shop foreman, saving \$100 in salary paid to a shop foreman.

We also let a full-time maid go, replacing her services with one-hour cleanings mornings by one of our porters, with a thorough job Saturdays, saving \$35 a week.

Add Up Those Figures!

My brother and I had taken on appraising trade-ins and after considerable study and analysis of costs of selling a used car retail, came to the conclusion that the dealer who appraises cars at retail kids himself. When you appraise a trade-in at wholesale, you know how much profit you can add and still stay in business.

As a GM dealer retailing approximately 190 used cars a month, we learned that it cannot be done profitably. A used car taken in for retailing has to be reconditioned first, and unless you have a Dick Tracy who can follow it through the shop, you will have \$1,000 worth of work put into it by the mechanics! Before you sell that car, it is back in the shop three times.

The people who buy used cars are looking for economy, expect a great deal for their money, in fact, expect a used car to look and perform like a new car, and to satisfy your customer, you take on a lot of responsibility that is costly. Financing a car and selling the paper at full repurchase, your contingent liability is terrific, because you must sign the paper. You also take on the expense of doing

warranty work, which can run high at times.

You keep a tag and title clerk, your selling expense in commissions is higher, and you have put out money in radio and newspaper promotion

To make retailing used cars pay, you would have to get \$150 to \$200 more per unit than what that car is advertised for in the market, and have your own finance and insurance company. I recommend that dealers retailing used cars take a break down on expense per unit to convince themselves. Then try wholesaling cars over a 60-day period, keeping figures in black and white. There would be no doubt in their minds that it is the only way to handle used-car sales.

The next thing we did was to take all accounts payable vouchers at the end of the month and go through every bill, asking ourselves, Did I need this? Should I have bought that?

Let me tell you, it will open your eyes to discover what your men are buying without checking, if you have no centralized purchasing. The first step we took was to call in our managers and notify them that absolutely nothing could be bought other than items that could be charged up on a repair order.

We then notified all our accounts payable that no bill would be honored without a purchase order signed by a company official.

We informed our parts manager that he was to buy only what was needed for a 15-day supply, except for fast-moving parts. It may sound carrying this penny-watching to the extreme when someone comes around and asks whether you will sign a purchase order for a box of razor blades he wants to use in scraping off paint from a windshield, but when tighter controls are put into effect, when they know you are watching them, careless and wasteful purchasing stops.

We put the same clamps on petty cash. The cashier was authorized to sign only a bill of lading in cases of freight. But in no other instances was petty cash to be issued without authorization from above.

When employees are made expense-conscious, good results may be seen all down the line. We have a well-lighted shop, combining plenty of natural light and artificial light of neon fluorescent tubes throughout. Calling on all personnel to watch lights and cut them off whenever they left a room, we pointed out that only side lights in the shop were necessary for good illumination. This watchfulness brought our light bill down last month by \$247.

Several months ago my brother and I made a tour calling on successful dealers in such large centers as Cleveland and Detroit, to study efficient practices. We picked up a good many practical ideas that we have since put to use. Among them were uniform changes and laundry handling.

Laundries Were "Cleaning" Up!

We had been practically catapulted into an examination of our uniform and laundry handling when we set eyes on our monthly laundry bill of \$829. All dealers get a good deal of pressure from laundry companies and we had no idea how far overboard we had gone in dressing up our men. Four changes a week of shirts and pants to mechanics were cut to two changes.

Mechanics wishing more than two changes could pay for such services themselves, at the usual rate of one-half shared by us. Shirts and coats embroidered with company name were dropped. Service sales personnel are now being supplied with white coats where we formerly furnished them with shirts and pants. Porters get coveralls.

The laundry used to supply us with very fine rags of a texture that any housewife would envy. We replaced them with wiper cloth, a rag with a looser weave but just as effective. Today a mechanic who is issued ten rags is required to return ten rags. If only seven rags are returned, three rags are charged and deducted from his pay.

When it came to telephone bills, we knew this was an area in which there could be drastic reduction. We had a lot of private lines on which calls were made that did not go through the switchboard.



Vice-President Jack Amatucci (seated) of Tom's Chevrolet, Inc., goes over the daily operating control here with his office manager. To know your profits, you must know all your costs, Amatucci says.

We also had fancy equipment such as automatic answering phones which gave our switchboard operator little to do. When we got to our toll call charges, we insisted on a breakdown from the telephone company on the number of calls and destinations. You are entitled to this service even if the telephone company is reluctant to furnish it.

From our examination of toll calls, we learned that one of our employees living some distance out, had run up a bill of \$8 calling home. We called this to her attention, advising her that future calls would be charged to her salary. Cutting down on equipment, private lines and abuse of long-distance calls, we reduced our telephone bill by \$250 in one month.

When the new yellow classified telephone directory appears, it is going to cost us only \$50 a month instead of the \$400 a month we had been paying. Instead of a dozen listings under the innumerable categories of Donnelly's Yellow Classified, Tom's Chevrolet, Inc., will appear only once, in bold-face type, at a savings of \$350 a month.

There are other economies we have put into practice on close scrutiny of where our money was going. Instead of the \$1 charge for picking up an application for title and tags on a customer's car, we are now obtaining this service at 60¢ per application. It doesn't look

like much of a saving, but when you figure it out on 300 applications a month on new and used cars, it comes to a savings of \$120 a month.

Our monthly loss on supplies like lead, sanding discs and paint in the body shop needed looking into. Naturally our body men want to turn out as much work as possible, but if in estimating a \$400 wreck job, for example, someone missed on materials and underestimated, the loss came out of the company's pocket. Such losses, we observed in our expense sheet, sometimes amounted to \$200 to \$300 a month.

We therefore took all supplies except for fast-moving paint and moved them into the stockroom. Any supplies withdrawn have to be charged to a repair order. In this way we are certain that when one pound of lead is charged on a repair order, we are going to get paid for it. All scrap metal is now collected and sold to a junk dealer.

Our advertising expense came up for serious review. We believe in the effectiveness of advertising, but think a lot of money can be wasted in newspaper and radio advertising. In keeping with the new GM ethical practice policy of institutional advertising, we ran a small ad recently on how to pick your dealer. Generally, we believe that an advertisement must make

(Continued on page 110)



What's the shop's most profitable job? Body work is tops for many repairmen.

Body work is highly profitable—if you're set up to handle it—but engine overhauling, frontend and brakes are providing some mighty profitable work right now for shops over the South and Southwest.

That was found true in compiling reports from answers to a questionnaire mailed to 400 franchised dealerships and an equal number of independent garage operators last month.

The questions asked sought to show which repair jobs were the most profitable. The answers in quite a few cases revealed that they were filled out by shop men who emphasized one or more phases, such as body work, ignition or wheel alignment, etc., and therefore the answers in such instances had to allow for that fact.

For example, Automotive Service, Inc., Wilmington, Del., listed generator and starter as bringing in the highest percentage of gross profit of any service offered in that shop.

V. B. Dawson of that firm pointed out that on a normal job with a minimum charge of \$8.50 the only cost was two brushes, use of a lathe and undercutter and not more than 75 minutes labor.

Henry L. Rockhill of Earl Mc-Millian, Inc. (Ford), Houston, Texas, listed front-end alignment as tops. During this past February alone the company grossed around \$3,000 plus other work picked up after inspections. Said he:

"It is surprising to know just how much additional profit can be realized from an efficient front-end man on a good front-end machine. Then, too, once a car is on the rack there are many items that can be quickly checked and sold (mufflers, tailpipes, brake jobs, tires, etc.) while the car is in your possession."

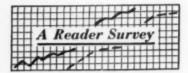
A West Virginia General Motors dealership reported biggest profit margins from fleet repairs.

"To make our shops profitable we specialize in heavy equipment," said the manager. "Trucks, industrial equipment and installations will produce a greater volume with an equal number of employees than conventional shop work."

He cited these figures for the four months from last November through February: Customer labor for passenger cars, \$9,206, and commercial, \$15,030; parts sales for passenger cars, \$13,145, and for commercial, \$26,590.

Passenger-car and commercial shops are maintained separately at this dealership.

D. M. Burkett of Burkett Motor Co. (Ford), Lexington, Okla., listed engine tune-up with lube jobs as the most lucrative. He cited how a Ford car with approximately 12,000 miles in for a tune-up, including new plugs, plus wheel repacking, etc., averaged out a gross



profit of \$20.

"This is at the present time and probably due to the fact we are in a spring check-up program," he commented.

One dealership, Hampton Pontiac Co., Booneville, Ark., has found its body repair section outdistancing the next most profitable department, front-end alignment.

S. K. Mitchell reported that parts sales were proving to be the best money-getter for Mitchell Chevrolet Co. at Kissimmee, Fla. He listed sales of \$4,696.45 on which the gross ran \$1,221.90.

A General Motors dealership in West Virginia found its body shop producing best, with Hydra-Matic transmission service running sec-

A Kentucky Dodge-Plymouth company gave the body shop the top profit position, with undercoating coming into second place.

Motor overhauling topped the cash register for Griffin Motor Co. (Chevrolet), at MacClenny, Fla., with brakes placing second. Exactly the opposite was true for an Oklahoma garage operator.

Re-ringing engines, paced by brake service, headed the list at Mosley Garage, Jasper, Ga.

P. C. Bowers of Clayton Bowers Garage, DeWitt, Ark., said that transmission and differential work was the most profitable.

"We buy all bearings on contract price at 50% off and gears at 35% off, which shows a nice profit," he said. "We use only bonded brakes and buy on contract at 50% off. We get front-end parts at about 35% off.

"Our labor schedule is set up on \$2.50 an hour, which is rather low compared with living costs, but our territory won't justify an increase.

"Personally I think it is high time the manufacturers try to do something about stopping the climb of prices."

Paul Gilliland reported that at McNutt Motor Co. (Dodge-Plymouth-Chrysler), Maryville, Tenn., major motor tune-ups were trailed by front-end alignment as the most profitable.

Chipley Motors, Inc., Greenwood, S. C., placed wheel alignment at the head of the class for money-making shop operations.



Shop Manuals Won't Bite!

By E. M. LOWERY Technical Editor So you don't have to refer to the "book"? Ed Lowery, who directs a shop force of 100 in Atlanta, explains why such an attitude can be costly to the management.

I was a new car and the owner was in the showroom anxiously awaiting delivery. The salesman and the sales manager were getting nervous, fearing that the owner would cancel the deal.

The car had been promised hours earlier and would have been ready had not some brake trouble developed. On making the final road-test before delivering the car to the owner, the tester found the foot brakes very hard and far below normal for a car equipped with power brakes. It was returned to the shop with instructions to correct the brakes. What happened could have been amusing had it not been so costly.

The mechanic put the car on the lift, checked the brake fluid and adjusted the brakes. No improvement.

He then tried a complete major adjustment of the brakes. Still no improvement.

He pulled all of the wheels, found a few high spots on the linings, proceeded to resurface the lining, replaced the wheels and readjusted the brakes. Still no improvement.

Having run out of ideas, he called the shop foreman. After a few minutes of consultation the wheels were again removed and it was finally decided that the lining was too hard, so a complete set of new linings was installed.

Feeling sure that everything would be okay, the lift was lowered and the mechanic and foreman got in to make a road-test. They didn't go very far before they realized there was no improvement in the brakes!

They returned to the shop with blank looks on their faces. They placed the car over the lift and got out shaking their heads.

About that time one of the boys from "up front" (who had been told what had been going on) stuck his "neck" out and asked, "Are you fellows familiar with this new-type power brake and the importance of correct pedal linkage adjustment?"

Peep at the Book, Bud!

They admitted they were not, and he suggested that they refer to the brake trouble diagnosis section of the current shop repair manual. They laughed at him but took his advice. Within 30 minutes the job was tested and okayed.

This is just one example of how the failure to have the knowhow can be costly to all concerned. The manufacturers' service bulletins and/or the repair manual are one of the most important tools found in any repair shop, yet they are the most unused.

Both the car and the accessory manufacturer go to a great deal of expense to publish and supply repair shops with service information which, when properly used, will make sure that their product gives the type of service for which it was designed.

There are many jobs that are

unfamiliar to the best mechanics, yet most of them are unwilling to admit that they are in doubt by referring to the latest service information covering their problems, the result being a great deal of experimenting is done and the cost goes up.

The question arises, "Who pays?"

The mechanic demands pay for many excessive hours spent on the job because of his lack of knowhow. To keep him "happy," he usually gets it. The shop with any consideration for its customers, won't pass the excess cost to them.

The net result is that by failure to insist that the shop foreman and each mechanic be required to read and understand the latest methods of repairing this or that new unit, the shop absorbs the high cost of inefficiency, which is of its own doing.

The sad part is that some shops are well laid out and equipped with the best of equipment, but all this is wasted if the manpower isn't taught the simple, but safe, procedure of "boning up" on what's the correct method of doing a repair job.

Give each mechanic a shop repair manual, insist that he studies it (let this be a part of his job) and be sure that he does study by casually asking questions.

Efficiency will be near "tops" and cost will be much lower than usual. That's the "why" of the repair manual.

Contests Zoom Up Our Sales Records

By JOHN TAMBOURINE

Owner, Tambourine's Amoco Servicenter
Washington, D. C.

WE BELIEVE that if a man wants to, he can sell anything. The problem is to make him "want" to sell. The strongest inducement to increase volume we have found is higher earnings.

Introduce enough variety in the items to be sold and enthusiasm can be maintained at a higher pitch over a more extended period. That is why we run contests for no longer than 30 days on slow-moving items and new products throughout the year. Changing the item every 30 days, putting an incentive of a 10% commission on the item, or offering an award of a portable radio or wrist watch, provide stimulus and continued zeal.

The difference between volume during a contest period and a normal selling period is anywhere from a 40% to 100% gain in sales volume in that item. Incentives have made our men want to sell.

It is easy to prove my point by illustration:

When I was convinced that our men could do a good selling job on a motor additive, I got seven cases and put our station attendants and mechanic through a two-hour class of instruction and demonstration on the features of a motor additive before we initiated the 30-day contest. The prize for highest sales was a portable radio worth about \$28.

Enthusiasm ran high as the men explained to customers waiting for a car lubrication that a motor additive reduced friction in the motor, put a plating on parts so that an additive adhered to parts even after oil drained off. In the lube room when people watched, nine out of ten could be sold an additive. Our enthusiasm sold five cases within a month. But that was several months ago, and since the incentive has been off, sales have been off on additives.

Other 30-day contests include batteries, valve stem oil, polishes during good weather, windshield wiper blades during a bad weather month like April or November radiator flushes, rust inhibitor, radiator hoses during a month when anti-freeze is removed, and at this time we may tie in fan belts, because they are a part of the cooling system's function.

Sales incentives get a real going-over regularly here, with 40 to 100% gains in an item being concentrated on.

When we had our battery contest on in August, we increased sales volume 100% over a normal period. We tested every battery before charging. If a battery was dead, something was wrong, we pointed out to the customer. There might be generator, voltage regulator or battery trouble.

Our personnel pointed out that a battery charge would hold up for a while, but then there would be trouble again. We recommended a new battery, quoting two or three prices, pointing out that we made a \$5 trade-in allowance on an old battery. I would say about nine out of ten customers coming in for a battery charge would let us replace their old battery. The prize in this contest was a \$59 wrist watch.

Contests bring more than increased sales. They acquaint our customers with new products on the market and bring repeat business. Contests alert our men to a car's condition and customers appreciate our special concern with worn or defective parts or a car's running condition.

But I would never run a concontest beyond 30 days. Not only does enthusiasm taper off toward the latter part of the month, but our trading area of construction workers can absorb only that much promotion on one item. It would be detrimental to customer confidence if our station attendant

(Continued on page 128)

This station attendant has noted rust. He calls the customer's attention to an item to eliminate this.

The car was in for a lubrication, but an explanation about a motor additive brought in an additional sale.





Polishing Profits

By C. Thomas

SMITH Motor Sales (Chevrolet), San Antonio, Texas, consistently is turning out from seven to eight long-lasting-type polish jobs daily, each showing a net profit of \$8.

The cost of polishing Chevrolets and cars of similar size is \$15; for the larger cars, \$17.50. This averages out to a net of \$8 per unit.

There is advertising to be charged against this service. "But," said George C. Schaefer, service manager, "these ads bring in customers with cars too far gone for a polish job, so they settle for a paint job. These extra paint jobs and the seat covers we sell more than take care of our advertising expense."

Smith has two polish crews, consisting of two boys and three girls

The girls used for this type of work solve many problems. First, they can be procured for \$35 a week. There is no employee turn-



"Men just can't compare with girls" in touch-up and polish-buffing work, according to Service Manager Schaefer, whose shop realizes a net profit of approximately \$60 a day from handling the polishing jobs.

over problem. These girls have been on the job from the start, four years ago.

"For this work," said Schaefer, "men just can't begin to compare with girls. When it comes to catching the details that make a topnotch polish job, men can't get with it, compared with girls."

The girls are experts with the mechanical polishers, as heavy and bulky as they are to handle. But where the girls shine is catching the glass and finishing off the chrome. And they pay just as much attention to the interiors as to the exteriors.

One girl spends most of her time as the touch-up artist. With a cup of paint and a striper's brush, she fills in the small scratches and dead spots, matching with the car's paint so when dry her work cannot be detected.

"It's these details that make our polish jobs so popular," Service Manager Schaefer explained. "Customers tell us they are incomparable."

While there is a commission of \$1 on each job the service salesmen sell, Schaefer sells more singlehandedly than the three salesmen combined.

"Of course," he explained, "many come in expressly for a polish job, either having had them before, or the process having been recommended by a friend."

The newspaper advertisements are more institutional than selling copy. At no time does this organization cut prices on this work. It doesn't have to. The shop works at capacity year-'round, this not being a seasonable service.

Fifty per cent of the customers (Continued on page 130)

As the girls complete some spots inside the car, two men dress the tires and help on some other details on the outside. Complete paint orders have resulted at times when cars were too old to take the polish job.



Yes, I Finally Retired, But--

By FRED L. HALLER

Past President, National Automobile Dealers Association Washington, D. C.

Well, Here I am being asked how I like retirement after 33 years in the automobile business. Someone comes along and inquires what I do with my time, whether retirement does not hang heavy, get a little boring.

I'm really not retired! I'm busier than I ever was

while in the automobile business.

No man who has headed his own company as I did from 1919 to 1952 can just get out of the automobile business and forget all about it. Once a man has grown as close to his business as I have and has participated actively for many years in the work of the automobile dealers' association, it is impossible to cut himself off and suddenly lose interest. I'm as keen as ever as to what's happening in the automobile business. The warm spot in my heart for the association will always be there.

That is why I am still devoting a good portion of my time to the activities of various automobile groups. As vice-chairman of the Traffic Advisory Board of the District of Columbia, member of the executive committee of the Zoning Advisory Board of the District of Columbia, member of the board of directors of the Keystone Automotive Club of the District of Columbia, member of the board of directors of the Automotive Trade Association of the National Capital Area and honorary director of NADA, my time is well taken up by the interests of the automobile dealer and his business. There aren't enough hours in a day

Mrs. Haller's Viewpoint

What does the wife of Fred L. Haller—one of the hardest-working and most popular dealers ever to head up the 30,000-member National Automobile Dealers Association—say about his retiring?

"My husband's wholehearted devotion to his busi-

"My husband's wholehearted devotion to his business and civic affairs for 33 years, during which practically no time was taken for vacations, left us little time for the travel and recreation we had always planned together.

"I knew what great satisfaction his work brought him, yet when the opportunity came along to sell his business, I endorsed the change. I looked forward to

the relaxation he so well deserved.

"Our extended winter vacations in Florida, our delightful summer trips to New England each year have given us more time to share experiences together. I am very happy over the arrangement. We have unhurried moments driving over to visit a friend, or going shopping, that were unknown to us before.

"I enjoy his retirement and am pleased with how

well he looks and feels."



to cover all I'd like to do in this great industry.

Of course retirement provides time for personal recreation. Retirement four years ago has made possible winter vacations in Florida, summers in New England, many of the excursions Mrs. Haller and I have always wanted to carry out together for which there was never time. As a matter of fact, I did not regret leaving the automobile business when maturity of lease holdings on my properties raised the question of renewal.

Mrs. Haller had been pressing me to relax, take some time so we could go places and do things together. Retirement has provided just such an opportunity. Nine holes of golf three times a week is more than I had ever allowed myself during the long busy years. But retirement could never mean putting the

automobile business behind me entirely.

Today's conditions in the motor vehicle business call for greater activity and closer cooperation in association work than ever before. Competition is so keen that protection of the dealers' interests lies more than ever in our banding together for a stronger and more forceful association. The satisfaction I derive from giving my time, energy and experience to helping my fellow dealers meet and solve some of their business problems through organizational work is great indeed. There are few satisfactions that exceed helping others accomplish.

To the dealer who has considered retirement but fears leisure and possible boredom, I would say that activity in his dealers' association might afford a most satisfying outlet. His city, state or county association would welcome his services. His years of experience would contribute greatly, particularly if he has had

a hand in civic affairs.

The retail motor vehicle business offers youth greater opportunity today, greater rewards for hard work, energy, industriousness than any other business. Today many sons and sons-in-law of the automobile retailer are being drawn into the offices from which their fathers are retiring. Our experience can prove of help to them through participation in the dealers' associations.

Total retirement may be fine for the dealer who has cultivated hobbies that he wishes to pursue, but for most of us who have lived the growth and development of that greatest of all industries in this country, retirement per se is just not seemly now.

Cutting New-Car Comebacks

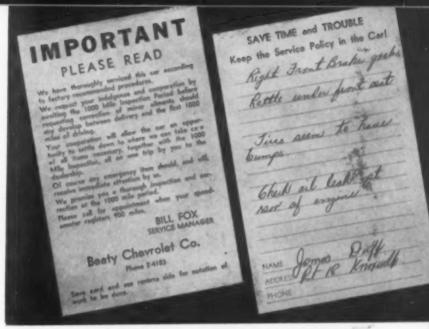
By Warner Ogden

A SPECIAL service just for new cars is helping business at the Beaty Chevrolet Co., 437 Broadway, Knoxville, Tenn. It has trimmed service comebacks on new cars as much as 90%.

Three men — one experienced mechanic and two helpers — give all their time to new cars. All are on salary and they are only interested in seeing that a good job is done. That cuts down on comebacks. The service manager estimated the system has increased income from service by a third.

The service was begun late in 1955. About seven cars a day have been in the new-car service department since then.

"So far it has been very successful," said Joe Beaty, who with a brother, Sam Beaty, Jr., is a vice-president. Their father, Sam



The number of complaining new-car owners has been trimmed as much as 90% in the Knoxville, Tenn., Chevrolet shop which inaugurated this card system. Purchasers are encouraged to "bunch" their service needs and bring in the car after the first 1,000 miles, and most of them do.

Beaty, is president.

"We have had fewer comebacks as a result of the new service and we feel our customers are pleased. The cars brought to the new-car servicemen are for adjustments and 1,000-mile checkups, or anything like that. A major job would go through the regular line.

"When we chose Oren Grayson, an experienced mechanic, for the job, we had someone who could explain to a customer what was wrong. A regular line mechanic doesn't always take the time.

"Grayson points out how a particular thing works and the customer has a more thorough understanding of the new car.

"The helpers are on the ball, too-eager to learn.

"We believe more satisfied customers will help our sales."

Bill Fox, the service manager, got out a card which is given each new-car owner. It says the car has been thoroughly serviced according to factory-recommended procedures before being delivered. The card asks "your indulgence and cooperation by awaiting the 1,000-mile inspection period before requesting correction of minor ailments should any develop between delivery and the first 1,000 of miles driving.

The owner is asked to call for an appointment when the speedometer registers 900 miles.

The card "has been almost 100% effective," said Fox. "Half of one per cent just can't wait.

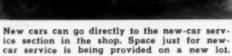
"It is working fine," he added.
"We find it eliminates a lot of small items. Formerly, the customer had to come in and wait his turn. This way the customer can come right on into the new-car department and get better and faster service.

"We have found, too, it eliminates 90% of our small complaints on new cars. Heretofore, a newcar customer might bring the car

These men do nothing but service new cars during warranty. During the slack hours they makeready new units. Oren Grayson (right), the head mechanic for this department, takes time to explain to a new-car owner just what is wrong, providing the customer a better understanding.









Service Manager Bill Fox, at his desk, discusses an order with Mechanic Grayson, whose job it is to see that everything ticks in a manner that new-car buyers purchase again.

in three or four times for one item. This way, most of the items are attended to on the first time back."

A notation of work needed is made on the back of the card given with the new car. The items needing attention are checked off by the new-car serviceman as he goes about the job.

There is no repair order made,

as heretofore, on perhaps a lot of little work.

In Service Manager Fox's view, the idea is the solution to an old problem.

"I've been here nine years and had been facing this problem of comebacks every year," he explained. "The comebacks were a sort of white elephant. They cut down on customer labor sales, took service time on new sales and were no net profit for the company.

"We talked about it. I don't know whose idea it was. We had a lot of new ideas and decided to put this one into effect.

"I can tell definitely that there has been an increase in labor sales since the plan went into effect. Where we were turning down customer labor because the shop had to give so much time to small items, we are taking it in now. If a customer is turned down, he may go somewhere else.

"Now with this new-car service plan, we have special men just for the new cars and all the other jobs are taken care of as they come in, without delays.

"It used to be that you could see six of our 12 mechanics working on new cars. Now the new-car servicemen are working on the new cars and the other mechanics are working on the other cars. That means money coming in, because there is work to be done and it is getting done."

While the men in the new-car service get a regular salary, the other mechanics are on a 50-50 pay basis.

Comebacks on new cars are cut as high as 90%. The three men on new-car service all work together. (Continued on page 128)

"Pardon me, sir, was it two or three wrenches you pocketed?"





An increase of 25% in shop volume in the last six months in this shop was attributed largely to a dynamometer. The author explains here to a customer what a dynamometer diagnosis shows his car trouble to be.

Dynamometer Kicked Up Our Shop Horsepower

By L. M. BRADHAM

Owner, Bradham's Auto Electric Service

Alexandria, Va.

W E INCREASED our volume 25% in the last six months, due largely to our dynamometer.

Our customers are selling themselves because they notice the difference. We haven't had to advertise it with folders or signs or banners. People are telling each other.

Any shop can get by without a dynamometer, but no shop can do a first-class tune-up without one. To get peak performance from an engine, you've got to have a dynamometer.

How much time would you have to spend on the road under normal driving conditions to get a complete combustion analysis? More time than any shop can afford to give.

You know that no round-theblock roadtest will give you a high-speed breakdown on a fuel pump deficiency. There's a lot of other trouble you couldn't find unless you spent excessive time on the road. A dynamometer eliminates this costly consumption of time looking for a deficiency that doesn't show up in a floor test. It gives you an over-all check within a few minutes. Giving you performance on a wide range, a dynamometer diagnoses fuel pump capacity, fuel pump pressure, checks compression, ignition coil, combustion and manifold vacuum.

The personal satisfaction we get from driving a car whose timing has been set accurately to maximum horsepower rather than timing marks is no less than that of the customer's, The difference in the feel of a car before and after a dynamometer diagnosis is amazing.

Once you get the feel of maxi-

mum efficiency in a car, nothing less will satisfy you or your customers.

A dynamometer also checks automatic transmission and drive shaft, determining whether a transmission is shifting at the proper speed. It indicates speedometer accuracy.

I believe that a dynamometer is going to be an essential piece of equipment ultimately for every shop. Why? Because people are demanding today expert tune-ups that can be had only with a dynamometer. Today's drivers expect efficient performance out of their high-powered cars. They are willing to pay for the best service they can get. And I can tell you that it does not take much salesmanship educating customers to the advantages of a dynamometer diagnosis. They know the whole story before you get started.

The new young generation particularly knows these days exactly what to expect of an engine's performance and the kind of equipment that will provide it.

That is why we decided we had to invest in a dynamometer. I had had about two years' experience with a dynamometer in Charlotte, N. C., and though I had been in the tune-up business following that experience, I was without a dynamometer. Current trends were a compelling factor when I decided to invest \$4,800 in a dynamometer in July, '55.

To an independent considering this equipment, I would say, first of all, learn how to operate it yourself. Someone with tune-up, carburetion and ignition experience who attends the dynamometer factory school, and then devotes weekends and afterwork

(Continued on page 132)

Greater public concern and intelligence on car maintenance are making a dynamometer essential shop equipment, this garage operator maintains.









He Knows

By Richard Lane

W HAT happens when a service manager at a franchised dealership strikes out on his own with his own shop?

For Bill Collier, who inaugurated some unusual ideas on guaranteeing repairs and how to keep a shop clean at no janitorial costs, the answer is a happy "Fine!"

His shop is one of Memphis' most progressive. In a remarkably short period it has become one of the busiest independents on "Auto Row" by promoting its knowhow—factory-trained mechanics and special tools.

The foundation for success of Bill Collier's Auto Service was laid before the shop opened its doors two years ago. Conceivably, the same methods used at 480 Union Avenue can work for other service shops elsewhere.

Before taking a close look at the Collier shop, turn the calendar back to late fall in 1953:

Southland Motors, Inc., a big Chrysler dealer, is going out of business. Bill Collier, the service manager at Southland, weighs the possibilities of another job and the idea of going into business for himself, specializing in servicing the Chrysler-built cars he knows so well

He decided to gamble by opening his own shop. Six Southland mechanics, also faced with the loss of jobs, join Collier as a team.

Now, two years later, the original seven from Southland are still together. "I'm proud of them — we are just like a big family," Collier says.

Three other employees have been added during the two years the shop has been growing.

With a highly experienced nucleus, Bill Collier's Auto Service

Top: Knowhow and special tools for servicing cars are among the assets promoted in this garage. To impress customers, this display is kept in the center of the shop.

Center: Collier (in background) has found front-end work highly profitable in his Memphis shop.

Left: Parts don't go astray and inventory control is simplified in this attractive parts department.

How to Push Shop

This ex-service manager, now running his own garage, converted the janitorial cost to a bonus instead.

was able to get off to a fast start. "With the overhead, we simply had to." Collier explains.

The fact that the crew of seven was able to take most of Southland's old customers with it to the new shop was a tremendous help. The crew had the respect and confidence of thousands of old Southland customers and many of the customers immediately followed the mechanics up Union Avenue to the new shop.

"We were very fortunate," Collier declares. "We sent out 10,000 letters to old and new customers that first year, one half of them to former Southland customers. The fine response showed the confidence our customers had in us. Incidentally, we are still carrying on that mail campaign."

The Collier mechanics are all specialists on Chrysler-built cars. Their average experience is ten years. Each mechanic has completed a five-year training course—the Chrysler technician training program. During that period each has met once a month for films, demonstrations and lectures.

This knowhow has been stressed in all direct mail and other forms of advertising. It has won — and held — many customers who prefer factory-trained mechanics servicing their cars.

Collier believes the heavy emphasis on this knowhow, plus the courteous, efficient and honest service, has done an unusually good job of winning customer confidence.

"All of our work is guaranteed for 90 days or 4,000 miles, which is equivalent to new-car warranty," Collier explains. "Few shops offer such a guarantee.

"We specialize in front-end work, wheel alignment, wheel balancing and automatic transmission work. We also make general repairs. We do no body work, however."

While the shop has been doing automatic transmission work on Chrysler-built cars, it had declined to accept similar work on General Motors cars until mechanics had attended the GM Training Center in Memphis to acquire the necessary knowhow.

"We wanted to be sure. We wanted no guesswork on GM automatic transmission jobs, because we guarantee all of our work," Collier explains.

The shops accepts ordinary service work on makes other than Chrysler or GM products. It has purchased special GM tools in order to render the best possible service on GM cars. It has always used special Chrysler tools on Chrysler cars. A large display board in the center of the shop holds the tools and calls attention of customers to the shop's specialty.

Collier's shop equipment is all modern. A favorite is the wheel balancer — a great time-saver that permits balancing of wheels right on the car.

The frankness and honesty of the Collier mechanics impresses customers. Where new parts are required or where the mechanic finds trouble the owner doesn't suspect, the owner is always advised and an estimate submitted before the work is started. "We never put in extra parts or do extra work without the owner's consent." Collier declares.

"During our first year we did about \$75,000 in parts and labor. Besides the mailing of 10,000 letters that first year by the shop, the mechanics handed out many business cards. Our second year we did about \$98,000 in total sales. We plan — and expect — a substantial increase this year.

"We are continuing to push our direct-mail advertising, and we are using some newspaper advertising. We are mailing about 500 letters a month now to new prospects. We get these new names by checking the registration list for Chrysler and General Motors cars."



This wheel balancer is a favorite with the Collier mechanics because it permits balancing while on car.

What pay method does Bill Collier's Auto Service use?

"My mechanics work on a pay basis of 50% of the labor service charge," Collier explains. "They do not share in the sale of parts. This is the same pay policy that was used at Southland Motors, I want no serviceman to be tempted to oversell a customer on parts for the sake of a commission."

The shop has 12 working stalls in the roomy 80' by 150' building. The crew includes two transmission men, two front-end men and one lubrication man, with the others doing general repair work. David King, who had been with Collier ten years at Southland, is the service manager. M. C. Smith, with Collier five years, is in charge of parts.

The men are assigned equipment and made responsible for it. They must keep tools in order,

Customers are impressed with the cleanliness of the Collier shop. There's a story behind that, Let Collier tell it:

"We were having a problem keeping the shop clean. Then one day I got an idea how to keep the shop clean and at the same time do something for the men — a vacation with pay plan.

"I made them this proposition: Each man clean his own work stall, the money saved by not having to hire another porter for cleanup duties to be put into a fund to pro-

(Continued on page 130)



GM's Home of Tomorrow's Ideas

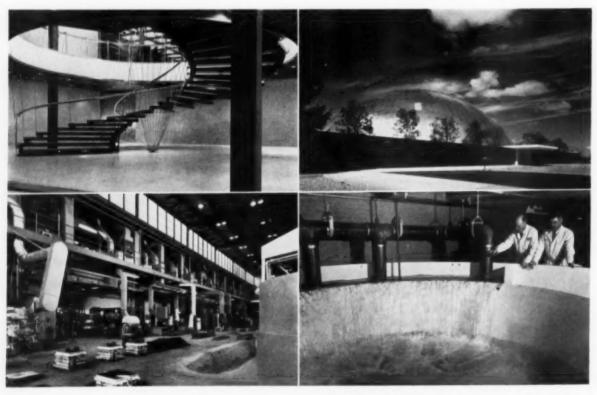
General Motors will dedicate May 15-16 its Technical Center north of Detroit, embracing 330 acres with 25 buildings in which 4,000 persons will be employed to conceive and design GM products.

At left below you see a spectacular lobby feature in the administration building—a suspended spiral staircase with steps of Norwegian granite which appear to float in space. At bottom left is the foundry. At right below is the styling auditorium with its aluminum dome 65' high and spanning 188' which will handle special showings of cars. At bottom is the 3,700-gallon tank where engineers study new automatic transmissions and

torque converter designs. Flow over various shapes of turbine blades can be observed as water falls 25' into a basement test area to find out what shapes would operate efficiently in transmissions.

The center has been a-building for several years and includes a 22-acre artificial lake. A campus-like atmosphere has been incorporated for each building group—research staff, engineering staff, styling, process development and service section. It represents a tremendous outlay of funds.

GM President Harlow H. Curtice said, "This is our investment in tomorrows."



Additives "Add Up"

Shop volume dragging? Simple selling on this item offers you a big profit.

In your efforts to build shop volume*, are you overlooking one of the simplest sources of additional revenue: Additives?

Here's what an independent Texas repairman said last month about the additive he has been using:

"It pays me more money than anything else I do in my shop, considering the time and labor in-

volved."
This garageman, E. N. "Frosty"
Parker of Fort Worth, operates a
one-man shop. He has been promoting the liquid as a means of
decreasing oil and gasoline consumption in the cars of his customers, while achieving at the
same time better engine perform-

ance and faster break-in of an

overhauled engine.

Maybe you'd like to consider the profit possibilities coming from one of the several additives now on the market and backed by factory names well respected in the industry. (Some have published the ingredients, some use secret formulas and some have employed degummed castor oil.) Fleets, ever conscious of every penny's cost of maintenance, have especially used additives regularly.

Let's look at exactly what Parker has found during his experience in promoting this product.

When Parker said the product meant more money to him than any other shop activity considering time and labor involved, he was referring to the complete package, or "tune-up," recommended by the manufacturer. The material costs him \$2.43, for which the customer pays \$4.05, leaving Parker a margin of \$1.62 on material only.

The factory recommends a flat charge of \$7.95 for the complete

tune-up, but Parker charges only \$7.50. Even so, he gets \$3.45 for his labor, which actually involves probably less than 30 minutes of work. This includes removing the plugs, turning over the engine, letting it set the required time. Anyhow, out of \$7.50 Parker keeps \$5.07, and he is not seriously interrupted in his other work by the tune-up process. He said:

"I've been handling this item since 1947 and I sure like it. I sell the tune-up mostly, but I keep adding this product to the gas tanks and crankcases of my customers' cars even when they

don't need the tune-up.

"I have put it in cars without the owners knowing about it and, pretty soon, they drive in and want to know what I did to their car. Then I tell them. Once I set up a tachometer while I was doing a tune-up and the rpm of that engine actually increased 200 by the time I was through."

Bob Collard, shop foreman for Morton Foods, Fort Worth division, said he has used an additive for years and especially likes the one he uses for breaking in an over-

hauled engine.

"It's the best break-in I know of for an overhaul job," he reported. "It cuts down friction so, naturally, the overhauled engine doesn't heat up. Under ordinary conditions it would take three weeks to break in an overhaul job. With this product I can break in an overhaul in three hours and put the unit right back in service, depending, of course, on the driver.

"We operate 18 units and use it all the time in the crankcase and in the gas tank. One thing I am sure of, there is nothing in this product that will harm an engine, but there are a lot of additives I

would back off from."

Another Fort Worth fleet with 48 units is using an additive with the most satisfactory results and testified the additive used regularly in the crankcase eliminated 50% of carbon and sludge. From records kept a few years ago on 11 units, this fleet reported that the additive it used in the gas tank and crankcase reduced gasoline consumption by 19% and oil consumption by 70%.

J. C. "Buck" Cato is shop foreman for Healy Motor Lines, also of Fort Worth, operating 25 units and 31 stock trailers, hauling livestock almost exclusively from a location just across the street from the Fort Worth stock yards.

"We use it in the crankcase and as a carbon remover and the one we use in the crankcase sure will keep that crankcase cleaned out. I dropped the pan on one unit with 200,000 miles, in which we had used an additive regularly, and it was just as clean as a whistle, no

sludge.

"I know, too, that an additive will actually increase compression. On one unit we checked the cylinder compression, then gave it a treatment. After 5,000 miles we checked again, with the same gauge, and the compression was up 15 to 20 pounds per cylinder. I didn't personally make the check, but I watched it made, both times, by a factory man who used our gauge. And I had that unit under observation constantly during the 5,000 miles, so I know there was nothing phony about it.

"We should use an additive in our gasoline all the time, but we don't. We get our gasoline by the tank car and to get the right results the additive should be mixed into the full tank. Seems like when the tank car gets here we're too busy to order the additive and take

(Continued on page 154)

*SAJ's survey in the March issue showed 50% of shops reporting downturn from 1955 volume.





SOUTHERN JOBBERS and FACTORY MEN

Specializing in Paint

In San Antonio, Texas, G. C. "Red" Cross completed a rapidfire, almost abrupt telephone conversation and ripped from the machine the original and copies of the order he had written while he talked.

He ducked into an aisle behind the counter and reappeared with a pint can of factory-matched body paint, caught the eye of a Latin-American youth lounging at the opposite end of the counter and motioned.

The young man came nimbly over to Cross, took the can and the copy, at which he glanced, then went to the curb where he mounted the seat of a waiting pick-up and took off.

A body shop customer would be getting a pint can of paint, delivered within ten minutes after he placed the order.

In this transaction within the Cross-Allen store in San Antonio, there was no need for conversaBy Baron Creager Southwestern Editor

tion, no necessity for Cross to impress upon his deliveryman that this was a rush order. Paint orders are all rush orders and it is routine for customers within a reasonable distance to receive their paint ten minutes after placing the order.

Cross does not consider that he spoils his customers with that kind of service. On the contrary, such service has paid off, making it possible for this particular store to sell between \$36,000 and \$40,000 worth of factory-matched paint annually.

Such sales require heavy stocks, so the inventory is big in this store, compared with the paint inventory for perhaps 99% of automotive wholesalers in the Southwest — maybe even in the whole South. The inventory is \$15,000 on the shelves alone and there is more

canned paint in cartons ready to be broken out. There are four other Cross-Allen stores in Texas — in Austin, Taylor, Del Rio and Eagle Pass — and all five specialize in paint. But "Red" Cross had in his head only the performance figures on the San Antonio operation.

Referring to the transaction related in the opening paragraphs, Cross grumble in good nature:

"That's the way they do, those body shops. They wait until the spot is bumped out, sanded and all ready to spray. Then they order their paint and they want it right now. So they get it right now. It's a service in which we take some pride.

"Without bragging, I don't know of any jobber in this part of the country who can touch me in the matter of stocks and service on paint. That's why what you say is true — that you've never seen a jobber's store with so much paint.

"Well, we sell the paint, all right, and if you sell paint like we do you have to stock paint."

In the San Antonio store, canned and factory-matched body paint occupies what is perhaps one-fifth or 20% of the total front-to-rear bin space, yet accounts for one-third of store-wide sales volume. Canned paint is reached from three different aisles, being stocked solid — eight shelves high and from front to rear of store — on both sides of two sections of shelving. Cross says he will have '57 colors in stock even before '57 car models are shown to the public.

One tool an automotive wholesaler must have to sell paint is the big, thick catalog with color chart and code information on each page. It is subdivided by car factory names and for established distributors, the catalog and supplemental sheets are supplied free by the factory. In this particular catalog the paint numbers go back as far

G. C. "Red" Cross, left, and Store Manager Lowell Johnson pose by the all-important paint catalog. Mixing counter in rear is seldom used.





About half of the shelf stock of the paint is shown here. As much more stock is reached from the additional aisles situated on right and left in this San Antonio store.

as '47 models, but paint for even earlier models can be supplied by mixing from the formula.

"However," said Cross, "practically all of our paint sales now are in cans of factory-matched paint. We mix very little paint any more.

"That is because the shops have learned from experience that localmixed paints just won't match right. What a lot of people in this business don't know is that as a car acquires age, factory-canned paint is supplied according to the original paint number, but faded to match the age of the original paint job. How they do it, I don't know, unless they have samples exposed to the weather. Anyhow, with a car several years old, a local-mixed paint will be too bright to match and the shops have caught on to that. Hence the predominant number of sales in canned paint.

"Our biggest headache is getting the shops to buy a good grade of thinner. A lot of them will buy their paint from us, then get a cheap thinner some other place. Well, the fact is that a shop can get into a lot of trouble with cheap thinner, for if they spoil a job with thinner, the labor cost of doing the job over is much more than the original cost of good thinner would have been. Something else you can't tell a lot of people in this

business is that the factory makes and recommends different grades of thinners for use in the varying temperatures of seasons. But they go on buying cheap thinner."

A San Antonio sports car fancier brought Cross last month a problem the latter couldn't solve. On April 16 the man bought a popular foreign car, finished in brilliant red. On April 17 he suffered a scraped fender, yet in all of San Antonio, no one could match the paint.

"That's something to think about," mused "Red." "Believe I would find out if I could match the paint before I bought a foreign car."

How does it happen he goes so heavy for paint?

"Just an accident, I guess," said Cross. "The Del Rio store had paint when I bought it. After living with the situation a while I liked the idea and thought I saw an opportunity to sell a lot of paint — provided I gave service.

"There's a nice margin in paint. But if you're going to sell paint you have to give service. I don't believe anybody can touch me in the paint business, especially service. It has paid off, too.

"The type of service we give on paint helps with the sale of hard parts, and how! After a shop buys paint for a while the proprietor is impressed with the service we give. He knows that if we don't have the color number he wants, it isn't available elsewhere. But we make it a point to have what they want and they know they can get what they need, and get it fast.

"So the conclusion is, if a shop

can depend on us for that kind of service on paint, we can be depended on for the same kind of service on sandpaper, discs and tape. And hard parts. It sort of builds up a reputation that does us no harm."

"Red" Cross is not proud of the fact that paint accounts for onethird of total volume in the San Antonio store, says the store should be selling more hard parts.

Anyone is entitled to one guess as to why the nickname "Red." It's the hair, of course. Also, it constitutes a name combination that sticks in the memory. Is there anyone who has not heard of Red Cross?

Ramsey's Adams Resigns; Mahoney to Take Helm

Plans to retire July 1 have been announced by J. E. Adams, vice-president and general manager of the Ramsey Corp., subsidiary of Thompson Products, Inc. He will be succeeded by W. S. Mahoney, formerly executive vice-president and director of Tyson Bearing Corp., who joined Ramsey as a vice-president.

Adams, who will conclude a 47year working career at the age of 60, was with Toledo Steel Products Co. for 25 years, before heading Ramco, shortly after it became a Thompson subsidiary.

"We have recently installed a new crankshaft grinder and wet surfacer in our machine shop," George P. Rogers, vice-president of Walter S. White Auto Parts, Inc., Birmingham, Ala., reported,

This Cross-Allen store in San Antonio is one of five in Texas.



90% Report Sales Volume Higher; Increase Is "Too Much" for One

Sales volume the first three months of this year was higher than for the same period of last year, 90% of the jobbers answering a survey mailed to 350 over the South and Southwest reported last month.

A total of 71/2% said their volume was down and 21/2% listed the same amount as for the comparable period a year ago.

The rise was "too much" for some respondents, like the one in Florida who experienced a gain of "up roughly 30%" and then commented:

"Hard to believe!"

But, as has been reported here before, higher volume didn't necessarily mean that much more takehome pay for the boss. An Oklahoma manager said his sales were slightly higher but his margin of profit was running lower.

An Alabamian reported:

"Our sales for the first three months of this year have been about the same as last year. April sales show a good increase in vol-

"Profits are much shorter, with no prospects for any increase in the near future. It takes too much delivery service and personnel to handle the same amount of business as in the past several years.'

The increases in sales were reported fairly general throughout the 19 states in which SOUTHERN AUTOMOTIVE JOURNAL circulates. They ran in most instances around 10%, but there were sprinklings of increases above and below this

A Texan's figures were \$106,260

One of the best known Florida wholesalers said his sales were up 18% and that collections were good.

"The second quarter holds good promise," he commented.

Back to the subject of rising overhead, one Alabamian said, "Our increase of 10.5% just about offset the price increases. Our volume is up more than the 10.5% but includes additional sales help and territory not worked during 1955."

A South Carolinian's sales were up 10%, but he said chain stores were crowding his market.

A Floridian, whose volume had climbed 2%, said, "Capable personnel who can produce results are very scarce. We just have to keep trying. Fishing is good now, but we are too busy to go!"

A Georgian cited these increases:

the first three months of last year and \$135,386 this year-a quite respectable gain for a small operation.

A Reader Survey

January

March

firm.

February

1955

\$13,130

16,597

19.336

Heavy sales brought on by a

storm in February accounted for

10% of the 12% increase in sales

for a well-known Texas Panhandle

1956

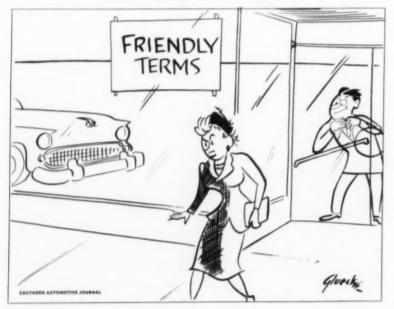
\$18,258

19.350

25.917

Reelection of Lothair Teetor as board chairman of Perfect Circle Corp. was announced last month. Teetor was chairman from 1946 until October, 1953, when he resigned to become assistant U. S. secretary of commerce for domestic affairs. He resigned from the Department of Commerce last year. President Ralph Teetor also announced that William B. Prosser, vice-president and general man-ager, and George T. Rea, secre-tary-treasurer, had been nominated for membership on the board of directors.

"Too darned friendly, if you ask me!"



Houdaille Shock Division Bought by Gabriel

The Gabriel Co., Cleveland, O., has acquired the hydraulic shock absorber business of Houdaille Industries, Buffalo, N. Y., according to a joint announcement by John H. Briggs, president of Gabriel, and Ralph F. Peo, president of Houdaille.

A new Golden Glide Division of The Gabriel Co. has been set up to manufacture the former Houdaille brands—"Golden Glide," "Her-cules" and "Husky"—which will be distributed under these trade names by outlets presently holding "Golden Glide" franchises.









Officers of the Southeast Show include (l. to r.) M. D. "Buck" Taylor of Andalusia, president; Guy B. Dodd of Jacksonville, Fla., first vice-president; Glenn N.

Keim of Atlanta, second vice-president, and Ned E. Holland of Greenville, S. C., who is the treasurer. The show itself will be held next April at Miami.

Southeast Conference Program Has Topflight Leaders of the Industry

Two hundred or more wholesalers are expected to be among the 400 or more persons anticipated for the biennial Southeast Automotive Show Conference being held May 24 and 25 at the George Vanderbilt Hotel in Asheville, N. C.

Final details of the program released by Frank J. Merryman of Atlanta, program committee chairman, listed these speakers and their topics:

H. B. Truslow, president, Richmond Auto Parts, Inc., Richmond, Va., "Who Is Kidding Whom About the Wholesaler's Gross Profit?"

Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America, "Why the IGOA Looks to Jobbers for Support."

B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association, "Profit Squeeze Puts Brake on Distribution."

George D. Snook, president, The Motor Supply Co., Savannah, Ga., "Does the Wholesaler's Machine Shop Operate on a Profitable Basis?"

Desmond Kelly, manager, Miami (Fla.) Convention Bureau, "Miami Convention Wonderland" (film).

This Thursday morning program will be followed by luncheon at the Battery Park Hotel nearby. From 2 to 6 p.m. that afternoon booth conferences will be held between manufacturers—scores of whom have engaged booths—and wholesalers in the Asheville Auditorium and the George Vanderbilt

Hotel, which is adjacent to the auditorium.

At 7 p.m. a joint meeting of Booster Clubs of the Southeast will be held.

Booth conferences will be held from 9 a.m. to noon Friday. At the final session, from 2 to 5 p.m., speakers will include:

Hal Miller, president of National Standard Parts Association and manager of Womwell Automotive Parts Co., Lexington, Kv., "The

Parts Co., Lexington, Ky., "The

Bring the Ladies!

Leave your lady at home and you'll be supplying proof she shouldn't have married you in the first place! That's the word from officials of the conference.

Arrangements have been made to entertain the ladies in grand style while the menfolks are busy. For example, after everyone has attended the luncheon at 12:30 p.m. Thursday at the George Vanderbilt Hotel, buses will leave at 1:45 p.m. for a scenic tour of the Chimney Rock area and its staggering mountain scenery.

At 10 a.m. Friday a tour will begin of the fabulous Biltmore Estates (including the 300-room-plus mansion built by the Vanderbilts), followed by luncheon at the plush Grove Park Inn. They're invited to the Friday night banquet, too.

Answer to Bumper-to-Bumper Demands."

Ira Saks, executive director of the Anti-Monopoly Committee of the Automotive Service Industry, "The Price of Free Enterprise."

"The Sales Roundup," a panel discussion featuring "If You Really Want to Sell," with these participants:

Colman O'Shaughnessy (moderator), midwest manager of Motor Service Magazine and former advertising and sales promotion manager of Herbrand Division.

H. C. Stivers, sales manager, AP Parts Corp.

David A. Coulter, sales consultant for Bonney Forge & Tool Co., Columbus shock absorbers, Kool Kooshion Mfg, Co. and Miller Mfg. Co.

Robert L. Schutte, MEWA's merchandising counsel and former sales manager of Ahlberg Bearing Co.

"The Sixth Factor in American Business" will be the subject of Dr. James L. Brakefield, director of public relations of Liberty National Life Insurance Co., Birmingham, Ala,

A social hour will be held at 6:30 p.m. and the banquet will begin at 7:15 p.m. in the Asheville Auditorium. A stage show and mountain youth jubilee champions will hold forth beginning at 8:15 p.m.

Wholesaler directors of the show are Sam B. Meadows of Montgomery, Ala., Dave Wilson of Miami, Fla., John A. Doyle of Atlanta, Harold W. Hart, Sr., of Columbia, Miss., L. T. White, Jr., of Raleigh, N. C., J. B. Bagwell of Charleston, S. C., B. M. Gibbs of Knoxville, Tenn., and Max A. Hayes of Asheville, N. C.

Manufacturer directors are Lem (Continued on page 170)



SERVICE and MAINTENANCE

Ignition-Timing the '56 Fords

Nothing is quite so important to power-speed, economy and engine life as correct ignition timing.

Our factory engineers spend many hours putting an engine through dynamometer tests to determine exactly what ignition tim-

Technical data and illustrations courtesy of Ford Motor Co., Dearborn, Mich. By E. M. Lowery Technical Editor

ing and spark advance curve will produce the best performance from a specific engine.

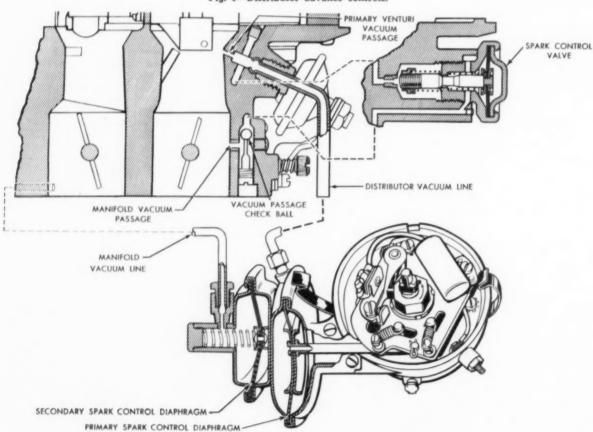
Then some mechanic will say, "Specs call for 4° B.T.C. If that's good, we'll make it better and set it 8° or 10° B.T.C."

Soon things begin to happen to the engine and he wonders why. Until there is proven to be a better source of information, we had best stick to engineering "specs."

For best results, try the following when setting ignition timing on '56 Fords:

The six-cylinder engine is equipped with a crankshaft damper having five timing marks. The long mark represents top dead center (T.D.C.) and each succeeding mark represents 3°, 5°, 7° and 9°, respectively, before top dead

Fig. 1-Distributor advance controls.



center (B.T.D.C.). These marks, and a pointer welded to the cylinder front cover, are used to time the engine.

The eight-cylinder engine is equipped with a crankshaft damper having six timing marks. The long mark represents T.D.C. and each succeeding mark represents 2°, 4°, 6°, 8° and 10°, respectively, B.T.D.C. These marks and a pointer, bolted to the water pump, are used to time the engine.

 Initial timing. The initial timing should be set as follows:

3° B.T.D.C.-All six- and eight-



Technical Editor Lowery

cylinder cars with standard or overdrive transmission.

6° B.T.D.C.—All six- or eightcylinder cars with Fordomatic.

Note: If the distributor has been removed from a six-cylinder engine, be sure the oil pump intermediate shaft engages the seat in the oil pump. On eight-cylinder engines, make sure the distributor shaft engages the oil pump intermediate hex shaft. It may be necessary to turn over the engine with the starter, after the distributor drive gear is partially engaged, in order to engage the intermediate shaft.

(2) Checking timing with timing light. Disconnect the distributor vacuum line.

Connect the timing light high tension lead to the number one

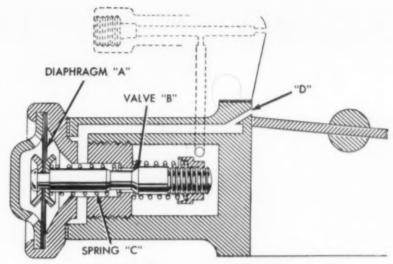


Fig. 2-Spark control valve diagram.

spark plug and the other two leads of the timing light to the battery terminals. Clean the dirt from the timing marks, and, if necessary, chalk the proper mark and the pointer to improve legibility. Operate the engine at idle speed. The timing light should flash just as the proper mark lines up with the pointer, indicating correct timing. The operator's eye should be in line with the center of the damper and the timing pointer.

If the proper timing mark and the pointer do not line up, rotate the distributor until the correct mark and the pointer are in line.

On six-cylinder cars, timing is advanced by counter-clockwise rotation of the distributor body, and retarded by clockwise rotation.

The timing on eight-cylinder cars is advanced by clockwise rotation of the distributor body, and retarded by counterclockwise rotation

After the ignition timing has been properly set, connect the distributor vacuum line, then check the distributor to determine if the advance mechanism is operating. To do this, hold the timing light on the timing marks and pointer, and accelerate the engine. If no advance is evident, one of the fol-

lowing is the probable cause:

(a) No vacuum available at the distributor.

(b) Vacuum advance diaphragm leaking or disconnected from the breaker plate,

(c) Breaker plate binding in the housing or on the bushing.

Distributor minor repair and adjustments:

In loadomatic-type distributors the spark advance is regulated entirely by the vacuum differential at the carburetor.

The spark advance characteristics are controlled by two breaker plate springs working against the distributor spark control diaphragm. The amount of spark advance obtained is determined by the amount of vacuum supplied to the distributor, and by adjustment of the breaker plate springs.

The eight-cylinder distributors, used with four-barrel carburetors, incorporate a new double diaphragm for better control of breaker plate advance characteristics. The purpose of the second diaphragm is to provide a rapid spark retard at the acceleration tip-in point. The primary spark control diaphragm (closest to the distributor body) operates in the same manner as the single-type diaphragm.

The six-cylinder carburetor incorporates a nylon distributor vacuum passage check ball which, at high engine speeds, prevents venturi vacuum bleed back into the manifold and assures maximum spark advance.

A vacuum-operated spark con-(Continued on page 122)

June: Fury's Four-Barrel Carb

Had trouble lately with four-barrel carburetors? The industry knows they're not simple to adjust. Technical Editor Lowery will cover the '56 Plymouth Fury's carb.

Adjusting Automatic Lamp Control

By E. S. Harris

F on many years it has been well known that headlamp glare constituted one of the greatest hazards in night driving.

Necessity mothered any number of inventions for relieving the situation, rheostats and resistance units were used in the circuit to lessen the glare of the "brights" for the oncoming motorist, and on some cars the reflectors could be tipped downward mechanically by a little lever on the steering column.

Then came the double-filament headlamp bulbs, followed by the present sealed-beam units which give good lighting on the upper beam and fair protection to the eyes of the driver of cars being met, if the driver gets around to touching the button to effect the change from high beam to the low, or passing, beam.

In other words, every type of dimmer we've had to date has depended on the driver to make the change, and as some will testify, some drivers aren't particularly dependable, others are forgetful, while still others are just plain mean.

A few years ago an automatic headlamp beam control unit came on the market and has appeared on a good many thousands of new cars plus a goodly number of field



Fig. 1—First-type aiming device for square lens.



Fig. 2—Aiming device for roundlens-type Phototube unit.

installations. That its reception hasn't been on an even greater scale is due to the fact that the man who puts his money on the line for the device is buying control for only his own dimming operation. The guy who will buy protection for the other fellow is not assured of similar protection for himself,

But be that as it may, there has been widespread misunderstanding and failure to follow up on good profitable sales and service possibility by servicemen who have not familiarized themselves with the unit. Customer complaints about their "eye" not changing the headlamp beam at the proper time—too soon or too late—have been met with a shrug of the

shoulders by their mechanic who is not equipped to make the adjustment or in some cases he may just decide to wire around the device so the customer is back to changing his beam with the switch again. Prospective buyers of the unit have often been met with minor encouragement too, since their serviceman was not well enough informed to close the deal on a sale of one.

If every mechanic decides to wait until a law is passed to make everyone use one of the units to protect others and relieve himself of making the beam change each time a car is met on the highway, then a lot of good business is going down the drain and a lot of car owners will be wondering if their mechanic is staying abreast of the times.

Let's take a gander at the simple service procedure necessary to make an adjustment to the unit by use of one of the two makes of service kits on the market

First off, let it be known there are two models of the headlamp control units, and also keep in mind that their individual adjustment is made in relation to the type of windshield they are behind, tinted or plain glass.

We are concerned with horizontal aim, vertical aim, dim sensitivity, hold sensitivity and the adjustment of each. An accessory aiming device No. 4 was supplied for the later-model Phototube units having round lenses; the original kit was used on the early model using square lenses.

For correct horizontal aim the

Fig. 3—Phototube aiming screw adjustment.



Fig. 4—Battery test is made on tester before making the sensitivity test.



centerline of the Phototube unit must be parallel to the horizontal centerline of the car itself and can be zeroed in by placing the car about 25' from a vertical wall or screen. Then, sight down the car hood and stick a piece of tape vertically on the wall at hood height to represent the car centerline. In the car, measure the distance between the centerline of the Phototube and the center of the car windshield. On the wall, place a second piece of tape at this distance to the left of the car centerline tape.

One of these two procedures is then used:

a. Sight along the raised rib of the Phototube shell to see if it aligns with the tape placed to left of car centerline.

b. Replace cover of Phototube unit with aiming device No. 4. Sight over top of the sights on the aiming device, which should be in alignment with the left tape.

If alignment is not correct, remove the Phototube from the car dash and elongate one side of the mounting stud hole in the instrument panel sufficiently to rotate unit to proper aim.

Vertical Aim

Aiming adjustment should be done with tires properly inflated, no passengers, normal car and trunk loading and a half-tank of gas. Floor should be level within 1/4" along the long dimension of the car. Rock car sideways to equalize springs. Then:

a. Set aiming dial on aiming device to a number stamped on nameplate on under side of Phototube unit

b. Locate aiming device on top of Phototube unit. When testing units having square lenses, use original aiming device (Fig. 1) and be certain the device is on the raised ridge and that it contacts lens.

(If Phototube has round lens, use the No. 4 aiming device with model No. 10 test lamp (Fig. 2) by first removing the Phototube lens and cover. Then, install test lamp in lens slot with locator notch down. Replace Phototube unit cover with aiming device No. 4. Replace both Phototube screws.)

c. Adjust Phototube unit aiming screw (Fig. 3) until bubble is centered in level.

Dim Sensitivity Test and Adjustment

Balancing adjustment of the particular type of tester should first be made. One type uses flash-



Fig. 5—Sensitivity control adjustment is made with special screwdriver.

light batteries, while the other works from the car's electrical system. Battery test on tester is made before testing sensitivity (Fig. 4). Since the sensitivity adjustment is made by adjusting the Phototube unit sensitivity control (Fig. 5) after cover of unit has been removed, be sure to turn off headlamps before removing cover, to avoid contact with the 1,000 volts developed by the amplifier. Then:

a. Remove the two oval head screws from bottom of Phototube unit and lift off cover to remove outer lens (but leave amber filter in place) and replace lens with test lamp (Fig. 6).

b. Replace cover and screws on units having square lens, or install aiming device No. 4 and replace screws on units having round lens.

c. Turn headlamps on and wait at least four minutes for amplifier to stabilize. Set standard foot dimmer switch to "automatic" position and set meter control switch to "off" position. (This turns upper beam "on".)

d. Turn zero corrector on face of meter until meter is on zero set line. (Use upper scale if windshield is tinted, lower if clear.) Operate engine at fast idle when making dim and hold sensitivity adjustments.

e. Turn switch on test panel to "dim" position. Turn meter control knob clockwise to set test panel in operation.

f. Advance needle up dial by turning meter knob clockwise and note point on dial scale where headlamps switch to lower beam. If Phototube unit is adjusted correctly, the headlamps will switch to lower beam when the meter needle is on the "dim" line on the dial. If not, make this adjustment:

g. Rotate sensitivity control (Fig. 5) counter-clockwise to end of adjustment, using special 1/16" screwdriver provided with tester.

h, Turn meter control knob counterclockwise until headlamps switch upper beam, and then turn knob clockwise until meter needle is on "dim" line of dial.

 Carefully and slowly turn sensitivity control clockwise to point where headlamps switch to the lower beam. Do not go past this setting.

j. Recheck this setting by turning meter control knob counterclockwise until headlamps switch to the upper beam.

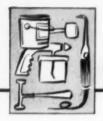
k. Turn meter control knob clockwise slowly just to the point where the headlamps switch to the lower beam. If "dim" sensitivity has been adjusted correctly, the meter pointer should fall (Continued on page 159)

Fig. 6—Replace lens with test lamp for "dim" sensitivity test.





Fig. 7—This shows the "hold" control knob on amplifier unit.



BODY SHOP OPERATIONS

Replacing '56 Rambler Panels

M ANY times replacing damaged panels with new parts is less expensive than repairing the damaged section.

The various assembled sections or any of the individual panels that are available for replacement may be installed as a complete unit. However, in some cases only a portion of the unit is damaged beyond repair, but to install a complete new panel or unit would require a considerable amount of unnecessary labor. It is, therefore, advisable that in such cases the damaged sections be cut from the body at the locations best suited for welding. The new unit should then be cut to the desired size and welded in place.

Considerable study and consideration have been given to making available special assemblies and such individual panels to meet

By E. M. Lowery Technical Editor

almost any requirement, all in the interest of proper structural and time-saving replacement and repairs.

Let's look at the job of replacing panels and assemblies on the 1956 Rambler bodies.

In cases of damage to the various panels of the body, where replacement will be required, careful examination should be made as to the extent of the damage to determine which panels will be required for replacement.

In most cases, the weld joints of one panel to another are visible and it can be easily determined how they may be separated for installation of a new panel.

There are, however, two locations in the body where all of the weld joints are not visible. These are the roof panel and the floor side sill section under the doors. The following cross-section views for each of these sections should

be carefully reviewed before replacement of the roof panel or any of the body side sill panels.

Floor side sill panels:

As illustrated in Fig. 1, the top weld joint of the body side sill panel are both visible. However, at the bottom of the body side sill panel reinforcement, the weld joint is on the inside of the body side sill panel and is not visible.

Where the damage has only affected the body side sill panel, the following procedure will ap-

ply:

Removal procedure: Drill out spot welds or cut the body side sill panel from the body sill panel reinforcement at top (Fig. 2) and bend panel down so it may be cut from the bottom side of the reinforcement, leaving the reinforcement welded to the lower section of the body side sill panel and its weld joint to the bottom of the floor side sill lower flange intact.

Installation: Install new panel at top of reinforcement (Fig. 3) and to lower outside edge of old side sill panel, clamping this panel with

tions courtesy of American Motors Corp., Detroit.

Technical data and illustra-

Fig. 1—Cross-section view of body floor side sill assembly under door openings: 1. body floor, 2, floor side sill, 3. body side sill panel reinforcement and 4. body side sill panel.

[3]

Fig. 2—Locations to cut welds and panel for replacement of body side sill panel: 1. drill out spotwelds at top and 2. cut panel at side of reinforcement.

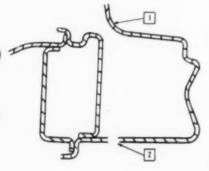
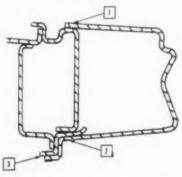


Fig. 3—Locations to weld when replacing body side sill panel: 1. top, 2. bottom side and 3. bottom flange.



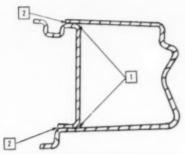


Fig. 4—Assembling reinforcement and body side sill panel: 1. fit reinforcement to body side sill panel and 2. weld reinforcement at top and bottom.

"C" clamps in proper position.

Drill holes and weld the new panel at top, at bottom side and at bottom flange.

Body side sill reinforcement four-door models: Where damage to the body side sill panel has extended into the reinforcement and both panels require replacement, the following procedure will apply:

Removal procedure: Drill spotweld reinforcement to body floor flange at top and body side sill panel to floor side sill lower flange.

Installation: Properly fit body side sill panel reinforcement into body side sill panel and weld at top, then at the lower side (Fig. 4) and along lower edge reinforcement to body side sill panel.

Now clamp this assembly to the top and bottom flanges of the floor side sill and weld.

Roof panel:

The weld joints of the roof panel to the drip moulding and the body are not visible at the sides over the doors.

The welding flange of the roof panel is formed to point to the inside of the body at these points. However, over the windshield and rear window, the roof welding flange points to the outside of the body. When it is welded to the windshield and rear window upper rail, the weld joint of these two panels forms a flange for the windshield and rear window glass sealer rubber which is visible when the windshield or rear window is removed.

A cross-section view of each of these locations is shown in Figs. 5, 6, 7 and 8.

The rear side of the roof panel between the rear door opening and the rear window opening is buttwelded to the top of the rear quarter side roof extension panel. This weld joint is flush with the rear end of the drip moulding, and is not visible from the outside (Fig. 9).

In cases of damage, where the roof panel is to be replaced, the old roof panel must be removed from the body in such a manner that the body main rails are not damaged. The complete new roof panel can then be installed and welded properly.

To do this, the top of the roof panel must be cut out and removed so the original spot-welds will be accessible to be drilled out for removal of the weld flanges. The following removal procedure will apply:

Remove the windshield and rear window glass assemblies.

Remove the headlining.

Now establish a definite location whereby the top of the roof panel may be cut out to expose the weld joints. To do this, score a line on the sides of the roof panel by measuring 1" up from the drip moulding (Fig. 10).

Use panel cutter and cut roof on each side over doors to rear win-

Drill out spot-welds at windshield header rear bar to roof panel and windshield header front bar assembly (Fig. 11).

Drill out roof panel rear flange to rear window upper rail spot

Top to bottom:

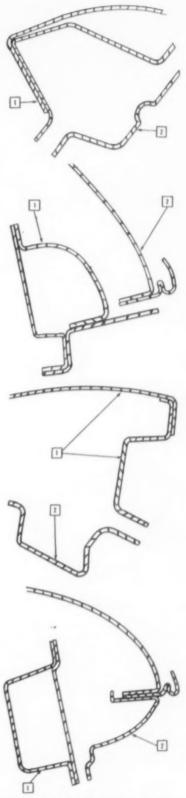
Fig. 5—Cross-section view at top of windshield, showing roof panel and windshield header front bar assembly which is welded to the windshield header rear bar on all models: 1. roof panel and windshield header front bar assembly and 2. windshield header rear bar.

Fig. 6—Cross-section view of side roof rail assembly to which roof panel and drip moulding assembly is welded: 1. side roof rail assembly and 2, roof panel and side drip moulding assembly.

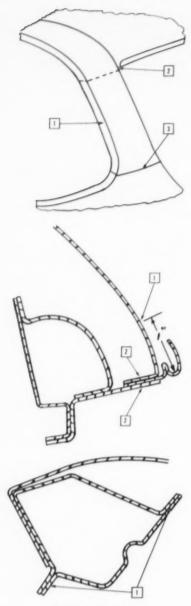
Fig. 7—Cross-section view at top center of rear window, showing roof panel and rear window upper center outer rail assembly which is welded to rear window upper center inner rail on four-door sedan and hardtop models:

1. roof panel and rear window upper center outer rail assembly and 2. rear window upper center inner rail.

Fig. 8—Cross-section view at top of rear cargo door opening, showing roof panel, drip moulding and rear opening outer header assembly which is welded to the bottom flange of the rear opening inner header rail and reinforcement assembly on Cross-Country four-door station wagon: 1. rear



opening inner header rail and reinforcement assembly and 2, roof panel, drip moulding and rear opening outer header assembly.



Top to bottom:

Fig. 9—Location of butt-weld joint roof extension panel to roof panel and joint to top of rear fender on four-door sedan and hardtop models: 1. roof extension panel, 2. butt-weld joint extension panel to roof and 3. joint bottom of extension panel to top of rear fender.

Fig. 10—Removing roof and drip moulding assembly on sides of body: 1. location to cut top of roof panel from front to rear of roof on both sides and 2. location of front spot-welds to be drilled out.

Fig. 11—Removing roof and windshield header front bar assembly from windshield header rear bar at front over windshield opening on all models: l. location of spotwelds to be drilled out. welds (Figs. 12 and 13). Drill through only the roof panel flange.

Lift top of roof panel from body. Remove weld flange of roof panel and drip moulding from each side of the body over doors by drilling out spot welds (Fig. 10). Before drilling, observe spot-weld spots at bottom side of header welding flange at each door opening. These are the welds that hold the roof panel and drip moulding assembly to the main rail header welding flange. These spots may be drilled from the bottom upward or marked on top and drilled downward.

This inspection will locate the spot-welds that hold the roof panel and drip moulding assembly to the main rails and prevent confusion and unnecessary work by mistaking the spot-weld marks which hold the drip moulding to the roof flange for the welds that hold the assembly to the body main rails.

A small drill should be used to break the bond of each spot-weld. Then use a 5/16" drill at each 3" interval for larger holes.

Note: These 5/16" drilled through holes at each 3" interval will be used to weld the new roof panel and drip moulding assembly flanges to the main rails by puddle-welding from the bottom side of the door openings.

Clean, then file or grind to provide a smooth contacting surface on the body main rails for the new roof panel and drip moulding assembly.

Set the new roof panel on the body main rails in proper alignment. Then at the rear side quarters, mark the extension panel to provide a proper fit to the roof panel for welding.

Remove the roof panel and cut the extension panels on the body to these markings.

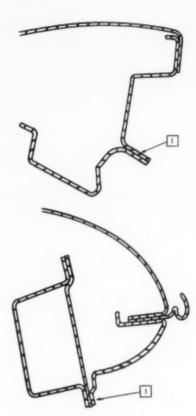
Installing roof to body:

Set new roof on body and properly align to windshield header and rear window upper rail, using "C" clamps to hold the roof in place at each corner and center at the front and rear (Figs. 11, 12 and 13).

Now align sides of roof onto body main roof rail welding flange. Use a small block of wood to serve as a spacer between the roof panel and the main rail, clamping it into position as shown in Fig. 14.

From inside of body, weld front of roof to windshield header by puddle-welding.

Weld sides of roof by puddlewelding through holes in the main roof rail welding flange, also at



Top to bottom:

Fig. 12—Removing roof and rear window upper center outer rail assembly from rear window upper center inner rail on four-door sedan and hardtop models: I. location of spot-welds to be drilled out.

Fig. 13—Removing roof panel, drip moulding and rear opening outer header assembly from rear opening inner header rail and reinforcement assembly on Cross-Country four-door station wagon:

1. location of spot-welds to be drilled out.

edge of flange to bottom of drip moulding (Fig. 14).

Then at rear window flange drill holes and puddle-weld at 4" intervals (Figs. 12 and 13).

Caution: Use wet asbestos putty on roof panel and move to each location when welding. This will prevent excessive heat, which causes wrinkles on metal.

Do not weld continuously by starting at one end and continuing to the other. This causes too much heat in one area.

Keep welds at least 12" apart, then fill in welds after metal cools.

Inspect and smooth up the main roof rail header at top of the door openings; then fill all openings not closed by puddle-welding, using

June: Spray Gun Technique

Are you "at home" with a spray gun? Perhaps you will be interested in Ed Lowery's article next month on its proper use and the steps in applying various finishes.

lead. Properly smooth this surface for priming and painting.

Seal the edges of the roof panel and drip moulding by covering this joint on the inside where the wood blocks were used as spacers (Fig. 14), using joint sealer heated in hot water to flow consistency.

Brush rubber cement on inside surface of roof panel and install new roof insulation material.

Install headlining material.
Install windshield and rear window glass assemblies.

Side drip mouldings:

The side drip mouldings as shown in Fig. 6 are spot-welded to the flange of the roof panel. Then this assembly is welded to the welding flange of the side roof rail assembly.

In cases of damage to this part, where replacement is required, the following removal and installation procedure will apply. The new moulding may be welded in place or fastened with sheet metal screws.

Removal procedure:

Use hacksaw and cut gutter section from moulding as shown in Fig. 15.

Preparing drip moulding for installation:

On service replacement drip mouldings that are to be welded to the body, measure 56" from sheared edge to establish a center line on the flat surface of the moulding. Now drill 5/16" holes at 4" intervals from front to rear of the moulding.

Where mouldings are to be fastened with screws, drill holes to fit screw used.

Loosen headlining on side of body.

Clamp moulding to body in proper position as shown in Fig. 16 and puddle-weld at each hole or fasten with screws.

Caution: If the moulding is welded to the body, pack wet asbestos putty between main rails and roof panel and move it at each weld. This will prevent heat from damaging metal or paint and prevent fire damage to roof insulation and sealing material.

Doors and deck cover (stage "A"

or skeleton):

The construction of these units consists of all reinforcements welded to the inner and outer panels before they are flanged and spot-welded together.

These parts are available for service with sound deadner and painted in prime. They are ready to be installed and aligned to the body, then painted and have the hardwear, trim, etc., transferred from the damaged parts.

New Technical Center Dedicated by GM

GENERAL Motors will officially dedicate its new Technical Center May 15-16. Harlow H. Curtice, president of General Motors, said the program would commemorate completion of the 330-acre, 25-building site at Warren, Mich., north of Detroit. This laboratory will employ more than 4.000.

The program will be carried on a closed circuit telecast to 61 General Motors plant and key cities across the United States and Canada, where more than 18,000 GM officials, civic and industrial leaders will gather at dedication lyncheons.

At the same time General Motors plants throughout the country will stage large open house programs, welcoming the public to visit their facilities.

Top to bottom:

Fig. 14—Spacing sides of roof panel and drip moulding assembly on main rail and clamping securely for welding: 1. body main roof rail assembly, 2. roof panel and drip moulding assembly, 3. spotweld edge of welding flange to drip moulding, 4. holes in main rail welding flange drilled for puddle-welding new roof when damaged roof was removed and 5. "C" clamp and wood block holding roof panel properly spaced.

Fig. 15—Removing gutter section from drip moulding: l. location of cut damaged gutter from moulding.

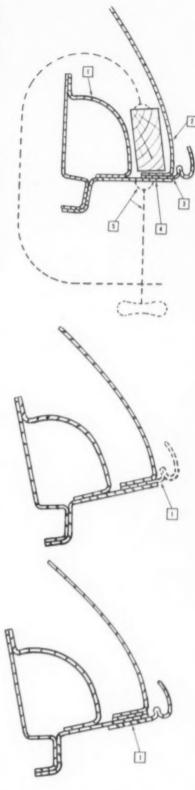


Fig. 16—Installing new drip moulding at proper location: i. puddle-weld through holes in new drip moulding.

1956 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE										WH	BI	BRAKE			
		No. Cylinders and Valvo Arrangement	Bore and Strake	Tauable H. P.	Max. Rated H. P. at R. P. M.	Camelant Drive	Main Bearings	Crantcase Cap.	Alr Cleaner	Oil Filter	Vibra. Damper	Cooling System (No Heater)	Caster (Degrees)	Camber (Degrees	Tee-in (in.)	Service	
BUICK Special & Century	122 127	VSI VSI	4 x 3.20 4 x 3.20	51.2 51.2	220@4400 255@4400	Ch Ch	5 5	6	OB OB	Y	Y	1754 1734	+1/4 to -1/4 +1/2 to -1/4	+1/4 to -1/4 +1/4 to -1/4	1/4 to 1/4 1/4 to 1/4	H	
CADILLAC 60	133	VSI	4 x 354	51.3	285@3600	Ch	5	5	OB	Y	Y	171/2	-1/2 to -1/2 -1 Prf.	-% to+%	36	H	R
CADILLAC 62	129	VaI	4 x 356	51.2	285@3600	Ch	5	5	OB	Y	Y	1734	-1/2 to -1/2 -1 Prf.	-1/4 to 11/4	36	H	B
CADILLAC 75	149%	V8I	4 x 35%	51.2	285@3600*	Ch	5	5	OB	Y	Y	171/4	-1/2 to-11/2 -1 Prf.	-% to+%	3/6	H	1
HEVROLET 8 HEVROLET 8 HEVROLET Corvette	1 110	6L V8I V8I	3% x 31% 3% x 3 3% x 3	30.4 45 45	140@4200 162@4400 ¹ 225@5200	G Ch Ch	4 5 5	5 4 5	OB OB Y	Y Y Y	Y	16 16 16	+1/4 to+1/4 +1/4 to+1/4 0 to +1	0 to 1 0 to 1 0 to 1	1/4 to 1/4 1/4 to 1/4 0 to 1/4	H	F
HRYSLER Windsor HRYSLER New Yorker HRYSLER Imperial HRYSLER Grown Imperial	126 120 133 1495	V8I V8I V8I V8I	8.81 x 3.63 3.94 x 3.63 3.94 x 3.63 3.94 x 3.63	46.5 49.7 49.7 49.7	225@4400 280@4600 280@4600 ³ 280@4600	Ch Ch Ch	5 5 5 5	41/2 41/2 41/2 41/2	OB OB OB	Y Y Y	YYY	24 25 25 25 25	-2 to 0 -2 to 0 -2 to 0 -2 to 0	Left 1/2 Right 0 Left 1/2 Right 0 Left 1/2 Right 0 Left 1/2 Right 0	1/6 1/6 1/6 1/6 1/6	H H H	PPPP
ONTINENTAL	126	Val	4 x 3.66	51.2	NA	Ch	5	5	OB	Y	Y	23	+1/4 to+1/4	0 to +1/4	36 .	H	R
leSOTO Fire Dome	136 128	V8I V8I	3.72 x 3.80 3.72 x 3.80	44.3 44.3	230@4400 255@4400	Ch Ch	5 5	4	OB OB	Y	Y	23 23	-2 to 0 -2 to 0	Left 1/2 Right 0 Left 1/2 Right 0	34	H	P
ODGE Ceronet 6	120 120 120	6L V8I V8I	3.25 x 4.63 3.63 x 3.256 3.68 x 3.80	25.4 42.2 42.2	131@3500 189@4400 218@4400	Ch Ch Ch	4 5 5	5 5 5	OB OB OB	Y Y Y	YN	13 19 20	-2 to 0 -2 to 0 -2 to 0	Left 14 Right 0 Left 14 Right 0 Left 14 Right 0	No.	H	P
ORD 6 Main., Cust., Fair. ORD 8 Mainline & Cust. ORD 8 Fairiane ORD Thunderbird	1151/2 1151/2 1151/2 102	6I V8I V8I V8I	3.62 x 3.60 3.62 x 3.30 3.75 x 3.30 3.80 x 3.44	31.54 42.5 45 46.21	137@4200 173@4400 200@4600 225@4600	Ch Ch Ch	4 5 5 5	4 5 5 5	OB OB OB	Y Y Y	Y Y Y	14½ 19 19 21	0 to 114 0 to 114 0 to 114 0°30' to +1°30'	0°8' to+1°8' 0°8' to+1°8' 0°8' to+1°8' 0°8' to+1°8'	to	H	RRR
UDSON Wasp 6 UDSON Hornet 6 UDSON Hornet V-8	11414 12114 12114	6L 6L V8I	3 x 434 3136 x 416 4 x 316	21.6 34.88 51.2	120@4400 165@3800 200@4600	Ch Ch Ch	4 5	5 7 5	OB OB OB	YYY	Y Y Y	13 18½ 27	0 to 14 0 to 14 0 to 14	±14 ±14 ±14	1/4 to 1/4 1/4 to 1/4 1/4 to 1/4	H H H	RRR
INCOLN	126	V8I	4 x 3.66	51.2	285@4600	Cb	8	5	OB	Y	Y	23.2	0 to+11/2	0 to + 1/4	16 to 16	H	R
MERCURY	119	VSI	3.80 x 3.44	46.21	210@4600	Ch	5	5	OB	Y	Y	19	0 to+11/2	0 to+%	16 to 16	H	R
ASH Statesman 6	114½ 121¼ 121¼ 121¼	6I 6I V8I	31/4 x 41/4 31/2 x 49/4 4 x 31/2	23.44 29.4 51.2	130@4500 135@3700 220@4600	Ch Ch Ch	4 7 5	4 6 5	OB OB OB	Y Y Y	Y Y Y	11 17 27	0 to +1/2 0 to +1/2 0 to +1/2	±14 0 Prf. ±14 0 Prf. ±14 0 Prf.	16 to 16 16 to 16 16 to 16	H H H	RRB
LDSMOBILE "88" LDSMOBILE Super "88" LDSMOBILE "96"	122 122 126	V8I V8I V8I	3½ x 3¾ 3½ x 3½ 3½ x 3½	48 45 45	230@4400 240@4400 240@4400	Ch Ch Ch	5 5	101.102.50	OB OB OB	YYY	Y Y Y	2014 2014 2014	0 to -34 0 to -34 0 to -34	-14 to +14 -14 to +14 -14 to +14	lús to lús lús to lús lús to lús	H H H	RRR
ACKARD Clipper ACKARD Caribbean ACKARD	122 127 127	V8I V8I V8I	4 x 3.5 436 x 3.5 436 x 3.5	51.2 54.45 54.45	275@2800 310@2800 290@2800	Ch Ch Ch	5 5 5	5 5	OB OB	Y Y Y	Y Y Y	261 g 27 27	-1 to ± ½ -1 to ± ½ -1 to ± ½	0 to +84 0 to +84 0 to +84	0 to 1/6 0 to 1/6 0 to 1/6	H	RRR
YMOUTH 6	115 115		3.25 x 4.63 3.75 x 3.13	25.4 45	125@3600 187@4400	Ch Ch	4 5	5 5	OB OB	Y	Y	13 19	-2 to 0 -2 to 0	+1½±1½ +1½±1½	1/4 1/4	H	Pa Pa
ONTIAC Star Chief (Safari)	122 124		3.94 x 3.25 3.94 x 3.25	49.6 49.6	205@4600 227@4800	Ch Ch	5 5		OB OB	Y		22.7 22.7	-1±1/2 -1±1/2	‡½±½	0 to .062 0 to .062	H	R
AMBLER	108	6I	334 x 434	23.44	120@4200	Ch	4	4	OB	Y	Y	10	0 to +1/2	+1/4 to -1/4	1/6 to 1/6	Н	R
TUDEBAKER Champion, Pelham TUDEBAKER Commander, Parkview TUDEBAKER Pres., Pinehurst TUDEBAKER Golden Hawk	116½ 116½ 116½ 120¾	6L V8I V8I V8I	3 x 4% 3% x 3% 3% x 3% 4 x 3%	21.6 40.6 40.6 51.2	101@4000 170@4500 195@4500 275@4600	G G Ch	5	5	OB OB OB	Y Y Y	Y	11 17 17 25	-1 to -2½ -1 to -2½ -1 to -2½ -1 to -2½ -1 to -2½	0 to +1 0 to +1 0 to +1 0 to +1	lá to lá lá to lá lá to lá lá to lá	H H H	RI

ABBREVIATIONS

*—Elderado 308@4700, 1—179@4400 with Powerglide, 2—340@5200 on Chrysler 300B,

G-Gear. H-Hydraulic.

I — Valve-In-bead. L — L-head. N — Na. NA — Medified Lincoln engine announced as "adequate."

OB-Oil bath. Prf.-Preferred.

Ps-Propeller shaft, rear transmission. RW-Rear wheels.

Y-Yes.



TODAY'S ENGINES DEMAND EFFECTIVE LUBRICATION FREE OF "FOREIGN MATTER"... TO MAINTAIN NORMAL COMPRESSION - POWER . . . AT LOW MAINTENANCE COST

USE..."100% DEGUMMED CASTOROIL"

FOR... PREVENTIVE MAINTENANCE BY LUBRICATION

IT DOES THE JOB

THE HUMAN ENGINE

Castor oil is a household word not only known to all of us but is reported to date back to "the time of the Egyptians". It has been known and is still known for its medicinal qualities . . . and for its effectiveness in lubrication-castoroil is known to industry. In recent years it has been applied and used in the manufacture of many products, including among others, the chemical, pharmaceutical, cosmetic, plastic, soap and textile industries. Most of us remember it as a sticky-gummy dose of medicine given to us when we were . . younger. We also remember that it was never harmful-and always produced excellent results. In other words, it had no ill effects when taken internally because it took only a small proper dose to effectively clean the "human engine". The sticky - gummy substance which most of us objected to has been the principle reason why its use has been limited. But-not so in this atomic age.

Some years ago the late Adam J. Paluszek undertook to research the project of castor oil and its characteristics. His research required many years of untiring experimentation. Others, too, are reported to have made a series of attempts to find out exactly how best to eliminate the sticky-gummy substance of castor oil. Paluszek believed if the gum and other impurities in castor oil could be eliminated that a wider application and use could be made of the beneficial qualities of castor oil. At long last, Paluszek perfected his development and research in 1946 to the point of being able to demonstrate that by the complete distillation of castor oil he could remove all of the gum and impurities without destroying its

lubricating values. He found out what made castor oil tick. It was then a patent was granted to him by the United States Patent Office . . . No. 2,401,369. We know of no other similar operations.

CASTOROIL

The Paluszek process covering the complete distillation of castoroil, a "live oil", removes the gum and impurities—thus bringing into life latent qualities such as penetration and creep, which are not characteristic of castoroil in its original form, or in other oils in any form . . . to the best of our knowledge. These properties, along with its oiliness and wettiness, make possible for the distillate to impart its beneficial qualities to other products including petro oils and gasoline. While it has various applications and uses, you will realize its effectiveness in blending operations with petroleum oils (so called "dead oils") such as motor oil, cutting oil, gasoline and penetrating solvents. There are no chemical additives or "dope" in "100% Degummed Castoroil". It also acts as a coolant and it enables an engine to maintain its normal compression just as long as "100% Degummed Castoroil" used with reasonable regularity with petroleum oils and gas.

RESULTS WITH CASTOROIL

By maintaining a clean engine, that is, keeping it free of varnishes, gum binders, carbon, lead and other foreign matter, the compression ratio is normalized thus increasing the life of motor oil, say from 2,000 miles to 4,000 miles or better. Further, such procedure will also give greater mileage per gallon of gas approximately 15-25% depending upon the age and condition of the engine at the time it is treated by the use of products

containing "100% Degummed Castoroil". It is obvious — therefore, that engine maintenance costs are reduced to a negligible factor—providing, of course, there are no mechanical defects present.

CASTOROIL PRODUCTS

For all types of engine application there are three products, The Trizol Trio - "Casta Carbonoff", carbon, gum and varnish remover, in the cylinder head, leaves no residue after burning; "Casta Film", in the crank case, to fortify crankcase oil: "Casta Lube" in the fuel or gas tank, an upper cylinder lubricant, leaves no residue after burning. Other Trizol products include special lubricating oils, special cutting oils, penetrating solvents-all made with "100% Degummed Castoroil". The products distributed by Castoroil Products. Inc., are non-toxic and have been sold in approximately 28 states.

REPORTS LABORATORIES—CUSTOMERS

Exhaustive tests of "100% Degummed Castoroil" have been made in the field and by leading laboratories-beginning 1947 such laboratory reports set forth No. 1the overall engine cleanliness rating was considerably higherbearing weight loss was approximately 1/2 less using "Trizol" blended with top grade petroleum products, i.e., motor oil and gasoline . . . indicating favorable oxidation and inhibitive qualities; No. 2 -the oxidation tests would indicate that all the gum forming and mucilaginous substance has been completely removed; and No. 3this product is an oil and contains no substance harmful to an engine or metal. Excerpts from a few of many Field Reports from Passenger Car, Fleet and Truck Operators

A motor car dealer

"To begin with, it is giving us much quieter operating motors as well as complete freedom from valve sticking or hydraulic valve lifter problems. We find that at the end of the recommended 5,000-mile drain period, that this particular oil is still giving excellent lubrication and is clean and of good body, so will of course provide good lubrication for our Fire Dome 8 and Plymouth engines."

A bus company

"Our fleet of 27 buses shows an average improvement . . . increased the oil change period from 2,000 to 4,000 miles . . . reduced oil consumption about 30% . . .

fewer mechanical breakdowns caused by poor lubrication . . . a saving of about 10% in gasoline consumption . . . an increase of gas mileage per gallon from 2.95 to 3.75—approximately 27%."

An advertising executive

"On Christmas Day, 1954, I gave my 1953 Pontiac a full Trizol Trio Treatment. The resultant improvement in the performance of the car is remarkable. The motor sings and has the same pickup and power it did when it was new."

A taxicab service

"Please accept my order for 1 drum of your Trizol Upper Cylinder Lubricant (Casta Lube). 1 have been using your products since last July, and find that my fleet of cars are running better and smoother than ever before. I put the Upper Cylinder Lubricant in my gasoline storage tanks every delivery, 3 gallons per 1,000 gallons of gas, one pint Crankcase Additive every oil change, and one pint Motor Carbon-Gum-Varnish Remover (Casta Carbonoff) every 5,000 mile checkup. I find this program has kept carburetors clean, and cylinder wear to a minimum. In fact, the wear was only Five Thousandths Taper after 100,000 miles in a Plymouth motor.

"With the savings on both gas and oil, plus carburetor wear, longer motor life, I know it cost me nothing to use your products.

"We have sixteen units in our fleet, and hope and wish you continued success to keep it that way."

A distributing company

"Since using Trizol our fleet (11 units) engaged in local delivery service has found its gasoline consumption reduced 19.4% and its oil consumption reduced 70.5%."

INTERNAL COMBUSTION ENGINES

During World War II, Paluszek's "100% Degummed Castoroil" was blended with other oils and gasoline for use in internal combustion engines including diesel engines, tractors, automobile engines, airplane engines, marine engines and stationery engines. It was also used to penetrate sea water corrosion on rusted parts, located

down in the bilge of ships and in machine shop operations. Then, as today, it dissolves varnishes, gum and other binders in internal combustion engines which hold carbon, lead, and other foreign matter-thus permitting the engine. when in motion, to blow the carbon, lead and other foreign matter out through the exhaust. This function, of course, the internal combustion engine was originally designed to do, but . . . it cannot do so as long as varnishes, gum and other binders accumulate within the engine. It is believed an engine was not and possibly could not be designed to cope with such problems. The close tolerances incorporated in today's high speed engines, the intense heat developed and the hard use a larger percentage of engines are subject to, require lubricating products free of negative characteristics.

CASTOROIL VS. ANY . . . OIL

No matter how much petroleum oils are refined - they still lack sufficient lubricity and contain foreign matter which chemicals do not seem able to eliminate and/or prevent the formation or accumulation within the engine. This condition must mean highly refined petroleum products are thus deficient. They apparently lack "live" vitamins. It is believed these reasons, among others, make "100% Degummed Castoroil" essential to effective lubrication . . . simply, preventive lubrication means longer engine life by maintaining a clean engine at proper compression with resulting lower operation costs. Derivitives of "100% Degummed Castoroil" may be blended with motor oils and gasoline for the purpose of preventing the reaccumulation of varnishes, gum and other binders within the engine-and for the purpose of properly lubricating such engines . . Remarkable "100% Degummed Castoroil" when blended with other oils and/or gasoline imparts to those products the ability to penetrate hot or cold metal. Thus its penetrating powers, its ability to creep in all directions at the same time, its oiliness and its wettiness permit petroleum products

blended with "100% Degummed Castoroil" to adhere to the walls and moving parts of an engine. It is thus indicative of an oil of great strength.

CASTOROIL VS. CHEMICALS

Most large oil companies now advertise the use of chemicals. Chemicals do not add permanent lubricity and are reported to break up the "foreign matter" in the oil or gas while the engine is in motion and holds it in suspension. But, chemicals do not prevent the accumulation of "foreign matter" in an engine. With "100% Degummed Castoroil" lubricity plus is added, the "foreign matter" in the engine eliminated; a new accumulation prevented if used with reasonable regularity. We know of no other company that owns or is licensed under a patent which extends to them the "Know How" we enjoy under the Paluszek Patent. In oils and gas "100% Degummed Castoroil" is completely miscible. Other Castoroil Products, all made with castor oil, are miscible in water, We believe our "Know How" is unique and beneficial to all users of oil and gas products.

DEALERS

Castoroil Products, Inc. sells its products thru established dealers, or in the absence of a dealer being available in your locality, direct to the customer. We would appreciate receiving the name of your Dealer.

SPECIAL OFFER

A customer may obtain for test purposes a limited supply of TRI-ZOL Products at special prices for test purposes provided the request is made on business stationery with description of type and number of engines and/or equipment to be used in the test. If such engines are diesel engines, so state. If metal is to be machined, specify type of metal and the type of equipment to be used for such machine operations. We are pleased to supply our products for test purposes, at a special test cost price, provided the customer agrees to maintain a specific record of all phases of the test and promptly send us a copy of such records on completion of the test.

Write Today!



CASTOROIL PRODUCTS, IN

Affiliated with CASTA CHEMICAL CORPORATION

1956 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP ELÉCTRICAL										FUEL SYSTEM				VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Centact Arm Spring Tension (ozs.)	Sperk Plug Gap (.0)	Ignition Timing	Timing Mark Lecation	Spark Advance Max. Centrif.	Spark Advance Max. Vat.	Cap. & Ter. Grd.	Carb. Migr.	Madel No.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappel Clearance Exhaust (.0)	Intake Valve Opere b or		
BUICK Special & Century	{1214- 1734	Q	19-23	30-35	5°btc	VD	13½°@1750	10.5°€ 12″	N62	St. Ca	St-WW	61/2	Au	Au	25°btc1		
BUICK Super	1	Q	19-23	30-35	5"btc	VD	13½°@1750	10.5°@12"	N62	RP St Ca	Ca-WCFB RP-4G	61/2	Au	Au	30°bte		
BUICK Roadmaster	{1234- 1732	Q	19-23	30-35	5°btc	QV	13½°@1750	10.5°€12″	N62	RP St Ca RP	{ Ca-WCFB RP-4G	63%	Au	Au	30°64e		
EADILLAC 60, 62 and 75	16-21	31+11/2	19-23	35	5° 400 rpm	VD	9° to 11°@2000	16.5°@17½"	HG N70	RP RP RP Ca	WCFB23338 +24348 7008750-51	51/4 to 61/2	Au	Au	3V"bte		
CHEVROLET 6 CHEVROLET 8 CHEVROLET Corvette	16-21 16-21 16-21	26-33 26-33 28-34	19-23 19-23 19-23	33-38	te 4°bte 4°bte	FW VD VD	18°@1750 16°@1800³ 14°@1750	7½°@10″ 11°@12″ 13¾ @15″	N53 N53 N53		7009254-55 7008387-88 Z	314-414 4-514 4-514	0 0 18	0 0 18	10½°bt 18°btes 21½°bt		
CHRYSLER Windser CHRYSLER New Yorker	17	29-32 29-32	17-20 17-20		2°btc 4°btc	VD VD	13°to 15°@2020	12°@15" 12½°@17"	N60 N70	B&B Ca	BBD23128 WCFB2314S	5-614 5-612	Au Au	Au Au	5°btc 15°btc		
CHRYSLER Imperial & Cr. Imp	17	NA	17-20	-	4°btc	VD	101/3°@2400 81/5 to 101/3°@2400	12½°@17"	N70	Ca	WCFB2314S	5-61/2	Au	Au	15°bte		
CONTINENTAL	14-16	26-2814	17-20	32-36	5°btc	VD	None	131√2°€1.88″	N65	Ho	60A	43/2-53/2	Au	Au	18°btc		
DeSOTO Fire Dome	17 17	29-32 29-32	17-20 17-20		8°bte 4°bte	VD VD	7*@800 9½*@2200	12½°@15″ 13½°@15″	N60 N60	B&B Ca	BBD23088 WCFB2311S	5-614	Au Au	Au Au	4°btc 15°btc		
DODGE Coronet 6 DODGE Coronet 8 DODGE Royal 8 and Cust. Royal	20 17 17	39±3 29-32 29-32	17-20 17-20 17-20	35	2°btc 4°btc 6°btc	VD FW FW	9°@1700 16°@2150 17°@2375	9°@14″ 13½°@15″ 12 ⁸ @15″	N50 N50 N50	St St St	WW3-124 WW3-135 WW3-138	4-51/2 5-61/2 5-61/2	10 Au Au	10 Au Au	12°btc 14°btc 11°btc		
FORD 6 Main., Cust., Fair	24-26 14-16 14-16	35-38 26-281/2 26-281/2	17-20 17-20 17-20	32-36	4°bte 3°bte X	VD VD VD	None None None	13½°@6" 16½°@4.6"a 13.5"@2.19"	N55 N55 N55	Ford Ford NA	NA NA NA	4-5 4-5 4-5	19 19 19	19 19	24°btc 12°btc 12°btc		
HUDSON Wasp 6 HUDSON Hernet 6 HUDSON Hornet V-8	18-20 18-20 16	36-42 36-42 28-34	17-20 17-20 17-20	30	te te 5°bte	VD FW VD	14½°@1500 9°@2000 14°@1700	814"@9" 5"@1034" 12"@1232"	N50 N50 N60	Ca Ca Ca	WAI-2009-SA WDG-2252-9 WDG-2231-S	4-5 4-5 314-514	10 Au Au	15 Au Au	26°btc 33.7°btc 14°btc		
LINCOLN	14-16	26-281/2	17-20	32-36	5°bte	VD	None	13¼°@2000 @1.88°	N65	Ha	ECU-9510D	41/2-51/2	Au	Au	18°btc		
WERCURY	14-16	26-281/2	17-20	32-36	3°bteb	VD	None	131/2"@2.19"	N55	На	R-1162-1A	4-5	19	19	12°bte		
NASH Statesman 6	16 18-20 16	28-35 36-42 28-34	19-23 17-20 17-20	30 30 35–37	te 4°ate 5°bte	VD VD VD	17°@1600 15°@1350 14°@1700	5°@11″ 7°@14″ 12°@12½″	N55 N50 N60	Ca Ca Ca	WCD-2350-8 YH-895-8 WDG-2231-8	4-514 4-514 314-514	12 12 Au	16 16 Au	1214°bte 1214°bte		
PLDSMOBILE "88" PLDSMOBILE Super "88" & "98"	16 16	26-33 26-33	19-23 19-23	30 30	5°bte 5°bte	CP CP	26°@4400 26°@4400	211/2°@16" 211/2°@16"	N62 N62	RP RP	2GC 4GC	4-5 4-5	Au Au	Au Au	111/4°bte 111/4°bte		
ACKARD Clipper Cust. & Del	16 16	27 26-36	17-20 19-23	33-37 33-37	5°bte 10°bte	VD VD	15*@2000 12°@2000	12°@1234" 834°@1434"	N60 N60	Ca RP	T	314-514 312-512	Au Au	Au Au	14°hte 14°bte		
LYMOUTH 8	20 17	29-32 29-32	17-20 17-20	35 35	2"btc 4"btc	VD CP	9°@1300 16°@2100	9°@14″ 13½ @15″	N50 N50	B&B B&B	BBS2293S (BBD2299S (BBD2259S13	4-516 5-612	10 12	10 20	12°bte 14°bte		
ONTIAC Star Chief (Safari)ONTIAC Star Chief	16 16	26-33 26-33	19-23 19-23	33-38 33-38	5°btc 5°btc	VD VD	10°@3600 10°@3600	8°@13½″ 8°@13½″	N 53 N 53	RP RP	7008696 7007900	4-5 4-5	0	0	M M		
AMBLER.	16	28-35	19-23	30	te	VD	17 @ 1600	5°6611"	N45	Ca	AS-2349-S	4-5%	12	16	123-5°		
TUDEBAKER Champion, Pelham TUDEBAKER Commander, Parkview TUDEBAKER Pres., Pinehurst TUDEBAKER Golden Hawk	20 13-18 13-18 15	38 40 28-34 28-34 28-34	17-20 19-23 19-23 17-20	28 - 33 33 - 38 33 - 38 33 - 38	2°btc 4°btc 4°btc 5°btc	VD VD VD VD	14 6/2500 24 6/2200 24 6/2200 20 6/1700	18 @ 12" 16 @ 11" 16 @ 11" 20 @ 11"	N50 N50 N50 N60	Ca St St Ca	WE-21088 WW6-117 WW6-117 WCFB-2394S	312-512 312-512 312-512 312-512	13-25 2	3-25 3-25	11"		

ABBREVIATIONS

- -Dynaflow 30°btc.
- ¹—Powerglide 14°@1750, ¹—Powerglide 263½°btc. a—Fairlane 13½°@2.9°.

- atc-After top center.
- Au-Automatic.
- b-Automatic transmission 6°btc. B&B-Bal, & Bal.
- btc-Before top center.

- Ca-Carter, CP-Crankshaft pulley.
- FW-Flywheel.
- Ho-Holley.
- M-Sed, Trans. 22°btc; Auto. Trans. 27°btc.
- N-Negative.
- NA-Not announced.
- Q—Usage not recommended. RP—Rochester Products.

- St-Stromberg. T-1956 Packards have Carter WCFB-2394-S and Rochester 4 GC-7008610 and 4 GC-700960 (Caribbean model only). Clippers have Carter WGD-2393-S and WCFB-2394-S and Rochester 4 GC-7090510.
- to-Top center.
- VD-Vibration damper.
- X-Std. and O. D. Trans., 3°btc; Auto. Trans., 6°btc.
- Z-WCFB-24195 front, WCFB-2362S roar.

SCOTCH Masking Tape





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"SCOTCH" MULTIPLE APRON TAPER set-up delivers pre-taped aprons in a choice of three widths: 6" and 3" or 9" and 3" from upper shelf unit. Unit on lower shelf of "Scotch" stand furnishes aprons 12" wide.

Order now from your 3M Jobber

3M Automotive Products

Ask your 3M Salesman about the 3M "Bumper-to-Bumper" Masking System







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More proof of THE MARKET, THE PROFITS, THE LIVING you can enjoy with the Packard and Clipper Franchises

As a Packard-Clipper dealer, you can forget the publicity about wheeling and dealing, high pressure competition and the headaches of costly mass promotions to a mass market. Look at the record of Newman & Altman, Packard dealers for 18 years in South Bend, Indiana. Let it prove how special circumstances give you a special way of approaching the Packard market.

Says Leo Newman: "Selling these cars has made us a success because the Packard and Clipper market makes sense. We have the two top cars in their fields. That means we can concentrate on the top 10% of the local new-car market. We set reasonable quotas that let us move cars at a profit.

"Our 1955 Sales more than doubled our 1954 sales, and it's worth noting that the

Wherever you find the Packard name you find

A New Era in Dealer-

PACKARD CLIPPER DIVISION

ATLANTA—370 Peachtree, N.E.; BOSTON—20 Webster Place, Brookline; BUFFALO—1274 Main; CHICAGO—1640 N. LaSalle; CINCINNATI—2336 Iowa; DALLAS—1922 Cedar Springs; DENVER—1147 Broadway; DETROIT—574 E. Jefferson; KANSAS CITY—2735 Main; LOS ANGELES—1000 S. Hope; MEMPHIS—830 S. Bellevue;



Elegant, high-fashion window displays help create a selling mood, when presenting these beautiful cars to style-conscious prospects. This is one of many carefully-planned, hardworking merchandising ideas used by Newman & Altman to capitalize on the big, profitable Packard-Clipper market.

increase was made within the framework of a sound business practice—not outside it."

"Furthermore," adds Nathan Altman, "the factory has backed us up with cars of superb quality in the medium-price and fine-car fields. Cars with exclusives we can demonstrate and prove like Torsion-Level Ride, Ultramatic Transmission with Electronic Touch-Button Control and Twin-Traction Safety Differential."

The Packard and Clipper Franchises could mark the start of a new era in sound business operation at a reasonable pace for you. For more detailed information, write direct to the Dealer Development Department, Packard Clipper Division. Or contact the Zone Office nearest you (select the city and address from the list below).



Leo Newman and Nate Altman report that an important portion of their sales come from repeat business. "This is in a large way due to the satisfactory experiences our customers have with Packard and Clipper cars."

Factory Relations

STUDEBAKER-PACKARD CORPORATION . DETROIT 32, MICHIGAN

Where Pride of Workmanship Still Comes First

MINNEAPOLIS — 333 W. 78th; NEW YORK CITY—1861 Broadway; PHILADELPHIA — 1237 N. Broad; PHOENIX — 400 W. Washington; PITTSBURGH—5560 Centre; RENO—300 S. Virgina; ST. LOUIS—2311 Hampton; SALT LAKE CITY—345 S. 2nd, East; SAN FRANCISCO—901 Van Ness; SEATTLE—1907 7th; SPOKANE—330 S. Howard; WASHINGTON, D.C.—1242 24th, N.W.



David Baim, Newman & Altman Used Car Manager, points out that the sharp upswing in resale value beginning with the introduction of the Packards and Clippers with Torsion-Level Ride in 1955 is steadily gaining momentum . . . a major dealer advantage.



Newman & Altman's busy and productive service department employs 16 people, gives customers' cars the kind of service that pays off in heavy repeat sales. Routine service, reconditioning and rebuilding are all in a day's work... building profits and good will.

Subdued Colors Returning, Chrysler Stylist Says

A COMEBACK is being staged in the charcoal gray-to-black range of automobile colors, according to Virgil M. Exner, director of styling for Chrysler Corp. Engineering Division.

The flashy, exotic colors that came out of World War II and the Korean War will continue for some time, he said, but a growing preference for darker colors and the return to "elegance" means not

only blacks and grays but other more subtle and quieter colors. They will be "dusty" or grayeddown, he added.

Exner said, "Almost one out of every five buyers of new Chrysler Corp, cars now choose black or gray in combination with some other color," adding that in less than two years the demand for colors in this range has more than doubled.

According to Chrysler production figures for the first two months of 1956, 30.6% of Plym-

ouths painted a solid color were black or charcoal gray, 27.8% in combination; Dodge shipped 34.1% in solid black or gray, 40.2% in two-tone and 75.2% in threetone; De Soto, 37.6% solid and 27.1% in combination, and Chrysler and Imperial, 42.3% solid and 29.5% in two-tone. For the Chrysler line only, 57.4% were in threetone.

Keller Sees U-C Men Getting Franchises

Used-car dealers will provide the largest number of additions to the ranks of new-car dealers in the next two years, William A. Keller, Studebaker general sales manager, said last month.

Speaking before the Philadelphia, Pa. Automobile Dealers' Association meeting in Philadelphia on used-car marketing, he said that not only will a large group of used-car merchants become newcar dealers but also they will find that their knowledge can be applied with equal success to the merchandising of new cars.

"The rough and tumble salesmanship in the used-car business is one of the greatest proving grounds for the independent businessmen that the industry needs as new-car dealers," he said. Keller said that successful used-car merchandisers know the market, know values and know how to deal with the buyers who, through radio, television and newspapers in this competitive sales period, have become used-car "experts."

Chemical Field Looks To Its Big Day

A \$400,000,000 annual market for automotive chemical specialties by 1960 was predicted at Dallas, Texas, last month at the national spring meeting of the American Chemical Society.

Addressing members of the society's division of chemical marketing and economics at the Statler-Hilton Hotel, Wellington M. Langton, technical director of Permatex Co., Inc., voiced the opinion that the 1955 volume of \$315,000,000 spent by vehicle owners for chemical products will increase approximately 5% a year during the next five years.

In support of his belief, Langton cited a continued sizeable rise in the 68,000,000 passenger-car, truck and bus registrations expected in 1956 as well as the growing complexity of automotive service work.



What makes a regular customer? It's those "little extras" you perform... like returning his car with the interior spick and span. Makes a man feel like you've done an all-around thorough job of servicing.

And the satisfied service customer is your best prospect for a trade-in sale, too. Progressive automotive merchants everywhere are increasing their sales in all departments with the help of the Pullman Vacmobile. Keep your customers headed to your door by providing that "little extra" that counts so much.

Write for full information or name of nearest jobber.

It's the Pullman Vac that brings 'em back



PULLMAN VACUUM CLEANER CORP. 25 BUICK ST. BOSTON 15, MASS.

OWN A

GASOLINE STATION, TOO?

Write for FREE Booklet: "How to Sell More Oil, Oil Filters, Lubrication and TBA Items In Your

Service Station.

ALL ALL NEW

Ignition Stock System

Now, give yourself more time to make more profits! Modernize with the most automatic stock system ever devised.

C. E. NIEHOFF & CO.

4925 Lawrence Avenue Chicago 30, Illinois

SS-21 SERVICE STOCK

For the specialized ignition shop...parts to fit all 3 major ignition systems

New merchandising unit covers all popular makes and models of cars and trucks. Service all from *one* cabinet, *one* simplified code system, *one* source for reordering. Unit contains points, condensers, rotors, distributor caps, brushes, switches, regulators, coils.

Complete with two top and one base cabinets, display sign. Bolt together to form one solid, modern merchandiser.

Merchandise lists at \$344.09
COMPLETE WITH CABINETS \$21200

261/2" x 89" x 91/2"

Contents of stacks may be changed to conform with current prices





ALL NEW ADD-A-UNIT CABINETS

NC-22 Base Cabinet—the key unit from which your Niehoff Service Stock grows with your business. NC-19 Top Cabinet—can be added to NC-22 or any Niehoff cabinet produced in last five years. NC-23 Sliding Door Cabinet—same as NC-19 with easy-sliding metal doors.



—holds small packaged parts. Simplifies stock and eliminates space-stealing metal shelf dividers. Uses entire depth of shelf.

SS-19 SERVICE STOCK



For the growing shop...parts to fit all 3 major ignition systems

Quick profits from this stock of fast moving, salestested, field-proved parts. Almost as complete coverage as SS-21, but smaller quantities of each part—cutting investment to a minimum.

Complete with one top and one base cabinet, display sign.

Merchandise lists at \$216.87
COMPLETE WITH CABINETS \$13500

261/2" x 601/2" x 91/2"



For the new dealer in ignition service

Contains the fast-moving parts for Auto-Lite, Delco-Remy and Ford systems... contact points, condensers, rotors, caps, brushes, switches, regulators, coils. Complete with NC-22 Base Cabinet and display sign. 261/2" x 271/4" x 91/2".



Merchandise lists at \$140.38
COMPLETE WITH CABINET \$8450



Same as SS-20, with sliding steel door cabinet. Price \$8650



STOCK CONTROL BANDS ON ALL SHELVES

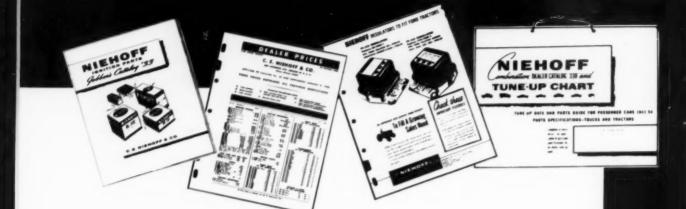
Easy-to-read numbers tell you when to order, what to order. An automatic inventory control with all ignition systems in one simple code.

STOCK REVISION LABELS

FREE

to Niehoff dealers— Kit of labels, shelf strips and parts list. Modernizes your stock for new car models.





YOU PROFIT 2 WAYS AS A NIEHOFF DEALER!

The 5-point merchandising and automatic stock control system saves hours of valuable shop time. 1. A simplified one code, one catalog, one order plan. 2. Attractively packaged parts keyed to the catalog. 3. Space-saving steel cabinets. 4. Automatic inventory control designed for the volume of *your* business. Keeps you from being over or under stocked. 5. Niehoff keeps you up-to-date with regular mailings of: tune-up charts, catalog and price sheets, new parts bulletins, sales kits and current technical information.

The warranteed quality of Niehoff parts means that every one fits perfectly—to save installation time. And every Niehoff part performs as long or longer than any other part you can buy—protects you against costly "make-good" jobs and customer complaints.

Ask your independent Niehoff jobber how the New Niehoff Ignition Stock System will help you—or write for details:

C. E. NIEHOFF & CO.

4925 Lawrence Avenue, Chicago, Illinais

WAREHOUSES: 250 W. 54th Street, N. Y. 19, N. Y.; 1631 Fairmont Ave., Phila., Penn.; 254 Brighton Ave., Boston 34, Mass., 2715 Main St., Dallas, Tex. BRANCHES: 1330 W. Olympic, Los Angeles, Calif.



Over 10,000,000 Automatic Transmission Cars are Potential Customers . . . Millions More Are Built Each Year!

These units require a refill every 15,000 to 25,000 miles. The Service Manual which the Bell Company offers, fully explains how to service and refill these transmissions. Any garage or service

station can render this service. Your local jobber has FLARE LIQUI-MATIC FLUID available in convenient sizes. Contact him today.

FLARE LIQUI-MATIC TYPE "A" IS RECOMMENDED FOR ALL POWER STEERING UNITS

Trook	
SIRVICE	THE BELL COMPANY, Inc. DEPT. SA
Free.	411 N. Wolcott Ave., Chicago 22, III.
New Service Manual On Automatic Transmissions	Please send me immediately a free copy of your Service
n illustrated service guide for me-	Manual on Automatic Transmissions.
nanics and service station attend- that Contains complete details on ecking, draining and refilling all ss with automatic and semi-auto-	NAME
otic transmissions, and Hudson wet utches. Mail the coupon today.	ADDRESS
THE BELL COMPANY, Inc.	
N. Wolcott Ave., Chicago 22, Ill.	CITYZONESTATE

"WHY MECHANICS GROW OLD"



THE COST ACCOUNTANT

WATER PUMPS

FUEL
PUMPS

One installation that no customer will quibble about is an AIRTEX Fuel Pump. Famous for its rugged construction, AIRTEX guarantees long-lasting, dependable performance under all driving conditions. That's why thousands of mechanics everywhere specify AIRTEX for guaranteed customer

satisfaction every time.

AIRTEX
it's got to be good!

SEE YOUR AIRTEX JOBBER . . . or write today for catalogs

AIRTEX AUTOMOTIVE DIVISION . FAIRFIELD, ILL

Reprints, already framed, sent free on request



Here's real help, for the first time, straight from the formulating laboratory, on the toughest problem refinishing shops have always had—tinting those spot refinishing jobs to match weathered, faded or "drifted" original factory finishes!

The Sherwin-Williams OPEX "OK" TINT-PAK* gives you, in one, handy, self-storage carton, all the tinting colors you need for the majority of your jobs. And the "OK" Color-by-Color Tinting Guide that comes with it gives you individual technical recommendations from Sherwin-Williams Automotive Laboratories, for the correct tinting of each and every different OPEX Lacquer color for 1954-55 cars!

The "OK" Color-by-Color Tinting Guide tells you:

- Which Way you may have to tint each top-coat color (redder, bluer, greener, etc.).
- What Tinting Color to use for each purpo.
 with each top-coat color.
- What Tinting Color to use with undercoats for each top-coat color, for easiest color matching.

Your shop can't afford to be without this new, timesaving aid to accuracy in color matching! Get it with your order for the "OK" TINT-PAK of 12 pints of OPEX Lacquer Tinting Colors. Only \$18.00, complete, from your S-W Automotive Jobber exclusively. Call him today, or write The Sherwin-Williams Co., Automotive Div., Cleveland 1, Ohio. (In Canada: 2875 Centre Street, Montreal. Export Sales, Newark, N. J.)



SHERWIN-WILLIAMS
AUTOMOTIVE FINISHES

Struck Out Expenses

(Continued from page 69)

a definite offer in order to bring results. Advertising was cut back last month by \$2,500 without any appreciable effect on sales. We sold 25 more cars than anticipated for a similar period.

Our greatest single accomplishment to grow out of our study of advertising was a daily schedule of date, newspaper listing (Washington Post, Daily Standard, etc.), radio, direct mail and daily costs.

PROFIT THROUGH

ACROSS-

THE-BOARD

SERVICE

At the end of the week we note expense. Setting up an advertising budget, we watch the way volume is going. If sales are going along okay, we slow down on advertising expenditures. If volume falls off, we let out.

We have arrived at the conclusion that the only approach to the control of selling expenses is knowing your costs per unit. We have a complete breakdown of expenses on a per-unit basis. For example, we know that last month we spent \$24 per unit on new-car advertising and that our telephone bill per new car sold came to

In our retrenchment program we have watched total selling expense per car drop from \$168 in December to \$145 in January, to \$130 for March. If you know what you should get per car in order to break even, you know what your new-car department should bring a day on the basis of a 25-workingday month, calculated against your fixed net loss per month. This is the structure on which your entire gross profit picture is built.

What I am trying to say is that every dealer should have at his fingertips on paper in black and white a daily operating control. Only then will he know precisely where he stands.

If a dealer was wise enough during the good years of '46, '47 and '48 to keep his working capital or financial reserves liquid, he's in a good spot. He can still play golf.

But if, like most of us, a dealer's working capital is tied up in land and assets, I believe he had better get all due him from finance companies and accounts receivable in cash, and turn anything over 60 days to an agency for collection. Whatever he has at the factory in credit should be obtained in cash. Reserves held by finance companies should be paid monthly and not quarterly, as is their practice.

Keep working capital liquid and inventories down to a minimum because there may be a storm ahead

Ford Elevates Arkansan To Operations Job

The Ford Division of Ford Motor Co. has named Galen B. Price associated operations manager. Robert S. McNamara, vice-president and general manager, announced.

Born in Alpena, Ark., in 1918, Price received his early education in Harrison, Ark., and was graduated from the University of Arkansas with a bachelor's degree in 1938. He joined Ford as a price analyst in 1947.

Sampson County Tarheels Elect

Sampson County (N. C.) Automobile Dealers Association has elected Randolph K. Owen, Owen Motors, Inc., president; E. C. Parker, T. P. L. Motor Co., vicepresident and James E. Rose, James Rose-Buick Co., secretarytreasurer.

Bench grind **ALL** Brake Shoes

including the new fixed anchor brakes



MODEL 2000 SAFE-ARC BRAKE SHOE GRINDER * EASY TO USE — only 2 adjustments — can't

* CLEAN - vacuum system prevents flying dust ★ FAST — 8 shoes in less than 4 minutes

ELIMINATES comebacks and free re-adjust-

ments

make mistake * RANGE - shoes for drums 8"-17" diameter

★ COMPLETE — including 1/3 h.p. motor —

only \$218.50

NO. 4140 FIXED ANCHOR SHOE CLAMP

Grinds ALL shoes for fixed anchor brakes (10"-11"-12") - EFFICIENTLY and ECONOMICALLY, Cures diving, spongy pedal, and pulling problems caused by incorrect lining to drum contact. Can be used on any Ammco Safe-Arc Grinder Serial No. 2560 and later.

only \$69.50 complete

See Your Ammco Jobber - Ask For Free **Demonstration In Your Own Shop**

AMMCO TOOLS, INC., 2006



CARTER



PARTS SHELF ASSORTMENT

No. S152A

With this Carter Parts Shelf Assortment you're set to service popular Carter Carbureters on car models ranging from 1939 through 1956.

The shelf itself is handsome and rugged. The fourdrawer metal cabinet features individual corrugated containers with imprinted parts numbers. Gasket assortment holder designed for quick reference with ample space for additional assortments.

Be ready early for profitable spring servicing opportunities. Get the complete S152A Parts Shelf Assortment story from your nearest Carter Supplier—call him today!

CARTER CARBURETOR CORPORATION, St. Louis 7, Missouri

Division of ACF INDUSTRIES, INCORPORATED



"After break-in" driving requires a different kind of oil filtration



During the "break-in" period of an engine—that first 2000 miles—a car is driven—"oh so gently!" The job of the oil filter is mainly a "straining" job, protecting the new engine from abrasive wear caused by solid oil contaminants characteristic of the "break-in" period such as dirt, metal particles and core sand.

After the "break-in" period it's "away we go." The car is driven differently. The car is serviced differently . . . and the basic cause of oil contamination is different. In the "after break-in" period the major threats to the engine are sludge and corrosive acids formed by water and other "blow-by" products of combustion.

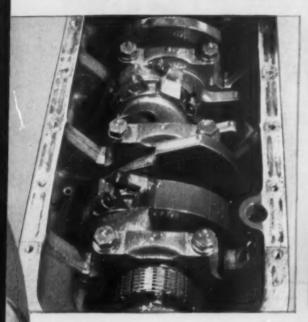
Because both the source and the character of "after break-in" oil contamination are different, an entirely different type of oil filtration is required. To meet the full requirements of "after break-in" driving, a filter must do more than strain out solid abrasives . . . it must prevent "blow-by build-up" in the oil stream by removing and absorbing all dangerous oil contaminants—including water—the cause of sludge and corrosive acid.

The Walker Oil Filter Cartridge, in addition to removing solid abrasives, has the extra ability to absorb and hold crankcase water. It meets and solves all of the problems of "after break-in" contamination.

Here is an Actual Case History

which proves the superior protection of the Walker Replacement Cartridge during the "After Break-In" period

The Case of the "Well-Protected Ford"



This 1955 Ford V-8 was purchased as a new car. The oil change period was twice a year. The original "break-in period" type cartridge was replaced between 300-500 miles with a Walker Laminar Replacement Cartridge—and new Walker Cartridges were installed at approximately each 2500 miles of driving. The vehicle followed a normal average driving pattern. Total mileage at the time of photographs—23,148. Notice the clean sludge-free oil pan and engine. The Walker Laminar Replacement Cartridge with its extra ability to remove water as well as ordinary solid contaminants has protected this engine against damaging sludge which results from water in the oil mixing with other contamination during the "after break-in" period.



Walker Cartridges are designed for "after-break-in" driving



FREE ... 36-page illustrated book that tells the complete, factual story of oil contamination build-up and the oil filtration problem in the "After Break-In" period. Mail your request, on your company letterhead, to ...



WALKER MANUFACTURING COMPANY OF WISCONSIN ... RACINE, WIS.
Oil Filters ... Exhaust Silencers ... Jacks

WITH PATENTED Lawring CONSTRUCTION

Readers are invited to contribute to— SHOP TALK_

"THIS EXCHANGE BUSINESS"

(Editor's note: This southeastern wholesaler requested, for obvious reasons mentioned, that his identification be withheld. The letter is presented nevertheless because of his rather thorough discussion of a subject which may be of interest to some categories of readers. The editors will consider for publication any comments which others may care to offer on this matter.)

Gentlemen:

In the years that I have been a reader of SAJ, I have come to feel that it is the most helpful. most informative, publication



A column of informal comments about the automotive trade and its problems.

coming to me. Your readers' sur-

vey is a most helpful feature of

ning a reader survey on this ex-

change business which is doing to the automotive jobber just exactly

what termites do to your home

foundations? And, as it is with ter-

mites, you realize that you are be-

ing hurt after the damage has al-

ready been done. One line will serve to show you how insidious

exchange lines can be to the financial well-being of a business:

exchange when this item began

moving. We figured that we paid

an average old shoe charge of 66¢

per shoe. On an initial order of

300 assorted shoes we had invested

\$198 in old cores. Out of a clear

blue sky came a price change

dropping the over-all average core

price to 30¢ per shoe, and our \$198

investment suddenly became worth

\$90 - \$108 went to "foreign aid."

taken place in armatures, gener-

ators, starters, connecting rods,

pressure plates, crankshafts, to

name but a few of the lines some

of us think have got to be handled

frame mortality gnaw away our

basic net worth at the rate of one

to two thousand dollars per year

for some time. Another one or two

We have watched this core and

in this business.

The same modus operandi has

We added bonded brake shoe

Have you ever considered run-

your magazine.

that gives GREATER JOBBER PROFITS



You'll make more actual dollars and cents when you buy and sell zzec valves. Your greater than a maximum rebate, is clearly listed as a discount on each valve purchase invoice. Why wait for compounded yearly sales figures to determine your valve profits. Get the facts from your rmc warehouse distributor-see for yourself.



SUPER-DUTY VALVES

for heavy duty application

Shorter strokes, larger bares, demand valves built to take the "high compression gaff." IMC"Super-Duty" valves with their Austenitic high heat heads. stellite faces and (where required) exclusive heat bands cannot be matched for

heavy duty performance. Ask for the valves with the rmc "Super-Duty" seel on the box.



A must for every valve grind job. Restores spring tension and compensates for tersion relex. Recommended by leading car and truck manufacturers. Offers complete coverage passenger car and truck engines.

WAREHOUSED & SOLD BY:

PIONEER WAREHOUSE CO. (Herman Shields) 2314 Front St., Moridian, Miss.

DISTRIBUTOR'S WAREHOUSE, 2436 Dennis St., Jacksonville Fla. AUTOMOTIVE WAREHOUSE, INC., 320 Fifth Ave., 5., Nashville, Tenn.

T. L. KIDD COMPANY, 123 Shuman Ave., Charlette, N. C. FRANK J. MERRYMAN CO., 419 Pouchtree St., N. E., Atlanta, Ga. NEAL GREENFIELD SALES, 509 E. Third St., Fort Worth, Toxos NEAL GREENFIELD SALES, 2916 Main St., Dolles, Texas



VALVES for AIR-COOLED ENGINES

The only catalog offering complete application data on valves for lawnmower, garden tractor and other air-cooled engine uses. Also lists the component valve train parts. Order your copy from your FMIC warehouse distributor.

Complete the Valve train



with rmc VALVE SPRINGS and LOCKS



rmc VALVE GUIDES and SEATS

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

RICH MANUFACTURING BATTLE CREEK MICH., U.S.A.

BASIC VALVE MANUFACTURER FOR ORIGINAL EQUIPMENT SINCE 1908

Want more facts? Use Reader Service Card Page 140

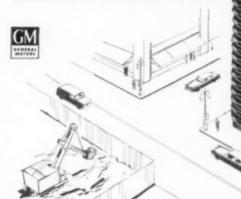
SOUTHERN AUTOMOTIVE JOURNAL for May, 1956

Solid foundation...to build your replacement business

STOCK Harrison Cores!

Harrison cores put you on the ground floor for replacement business. With Harrison, you're stocking the core that's original equipment on almost half the cars on the road . . . nearly every other car that passes your door. What's more, only Harrison cellular and tube-and-center cores have exclusive "Whirl Cool" action—louvered cells whip incoming air into tiny tornadoes for top cooling efficiency. And Harrison's so easy to order. Just call your nearby United Motors Service branch warehouse or distributor. Watch your business soar with Harrison cores!

HARRISON RADIATOR DIVISION,
GENERAL MOTORS CORP., LOCKPORT, N.Y.



HARRISON

TEMPERATURES

MADE

TO

ORDER

thousand dollar shrinkage is not going to break this business, but, eventually, we will go down just like the Titanic went down, unless the manufacturer and rebuilder begin worrying about us while they are worrying about themselves.

In sending you this letter, we realize it is yours to do with as you see fit. You may use it, or any part of it, as you wish. No statement is made which cannot be substantiated by records we have in our files. I do wish, however, to

ask that you do not publish our name in connection with it, as we are handling four exchange lines originating in Atlanta, and some not too far from your office, and we see no good to come from their being told at this time that they are slated to get the gong in days to come.

We have many friends who are manufacturers' representatives, some commissioned and some salaried, and we do not want to say to them right now that we are looking for lines to sell where exchange does not enter into the deal. Publishing this letter over our signature would be like waving a red flag at some of them. We have discontinued three exchange lines and are happy over the change to other, unrelated, lines. We are working to get completely out of exchange business as we find other lines to handle.

We are friendly with local and nearby competitors and have discussed this matter with some of them. Some of them had never given the matter any thought. But in a territory as wide as your reader territory, undoubtedly many have seen what we are seeing, and might like to tell others what steps they have taken, or intend to take, to protect their businesses. If any experience I have had is worth anything to any of them, I am glad to make it available to them.

You might get a better idea of what I have in mind if I impose upon you to tell you of an experience I had with one exchange manufacturer I have done business with for 22 years. This is an outstanding line, very broad coverage and splendid acceptance. With the passing of time, their credits seemed to be growing consistently, and considerably, when we had a set-to. After much interchange of correspondence, ending in my going back five years. listing dates, invoice numbers. furnishing bills of lading, showing delivery by the carriers, this concern came through with a credit memo in the amount of \$1.832 and a promise to be more careful in the future.

So. you see why I think you could help your readers by bringing this to their attention and to start some of them to thinking before they have to file an application for unemployment handouts.

HE WAS RACKED

W. H. Darnell of Miami, Okla., is suing a service station owner for \$20,089.

In his petition filed in Miami



CLEVELAND 12, OHIO

INDIVIDUALLY

BOXED



If all cars with Rochester Carburetors were painted orange . . .



the Kentucky Derby parking lot would look like this!

They're off and running with Rochester!
Nearly half the new cars on the road today are "fed" by Rochester Carburetors. These modern mixers are specially designed to supply the proper needs of gas and air for today's high-powered, high-compression engines. Rochester Carburetors are rugged . . . shrug off extreme heat or cold! They're responsive . . . assure top performance in every driving situation. And you'll find them on the world's finest engines. Rochester Carburetors are standard equipment on the new Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet.



District Court, Darnell sought damages for injuries he said he received when he stepped out of his car and landed on his head.

He didn't know his car was up on a grease rack!

ISN'T FAIR, HE SAYS

St. Petersburg, Fla.

Dear Sir:

Just finished your article in the February issue entitled "Oklahoma Rates Up Mechanics." I will have to disagree with you unless management and employees get together on salary.

I came back to Florida and opened a shop of my own and GM

has supplied me all the latest info I need.

H. J. McCullough, Tyrone Auto Service, 4000 Tyrone Blvd.

HIS STUNT BACKFIRED

Delivery of a 1954 car priced at \$1,200 was sought by two San Diego (Calif.) Junior College students recently in exchange for 48 paper napkins which colorfully stated that each was "good for \$25 toward purchase of any car."

The students, Ronald Kollman and Robert E. French, both 22, collected the napkins in a downtown cocktail lounge, strolled into E. L. Scholder's used-car lot and selected the car. Payment of the paper napkins was refused, however, and the youths immediately filed suit.

Scholder said the napkins were only "an obvious advertising stunt." But he took no chances and inserted notices in newspapers saying that the napkins are now worth just as much as the paper they are printed on.

AN UNEXPECTED EYE

Gene Harris, SAJ's correspondent at Albuquerque, N. M., who wrote the article on the automatic headlamp dimmer beginning on page 88, wrote:

"I was reminded of the time we were sent to Detroit to learn about this adjustment (of the "eye").

"At the factory they had set up an 'eye' on a bench with amplifier, etc., connected. One of our comedians on the force took a piece of chewing gum and stuck a glass eye—slightly bloodshot—over the lens.

"None of us had ever seen one of the units, so we all thought that there was considerable realism in it. No one was the wiser until the engineer happened to notice it when he started to demonstrate to us. Even he got a wallop out of it, and only then did we know it was a joke."

Daytona Beach Elects Cox

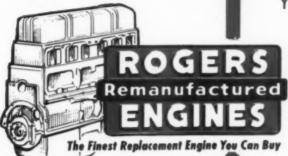
The Daytona Beach (Fla.) Automobile Dealers Association has elected Paul Cox, Cox Motor Co. (Lincoln-Mercury), president; Dean Martin, Volusia County Motors (Dodge-Plymouth), vice-president, and Perry Jernigan, Riverside Oldsmobile, secretary-treasurer.



Write for Catalog Sheets—Prices

GENERAL

MIDWEST



Your Rogers replacement engines perform

NEW!

You know because they're DYNAMOMETER-TESTED!

Fort Mill York Cheraw Rock Hill Spartanburg Hartsville Timmonsville Easley Greenville Darlington Camden Anderson Columbia Florence Greenwood SOUTH CAROLINA Kingstree Aiken Orangeburg Charleston

Walterboro

The only way to find out whether an engine is good or not is to run it—run it under all loads, fast and idle. The usual rebuilt or overhauled engine is NEVER Dynamometer-tested... just installed in the automobile with a hope that it will work satisfactorily. With Rogers Remanufactured Engines you take no such risk! They're run-in under power and Dynamometer-tested to be sure they meet the rigid specifications before leaving the plant. Why accept an untested engine? Look for the nameplate of Rogers Remanufactured Engines attached to exchange engines you install!

JOHN ROGERS CO.

300 Hunnicutt St., N. W., Atlanta, Ga.

Here's where you order Rogers Remanufactured Engines! Serving the Palmette State in 20 key locations.

Aiken—
Thompson Motor Supply Co.
Anderson—
Anderson Auto Parts
Camden—
Standard Parts Co.
Charleston—
H. Steenken & Co.
Cheraw—

Cheraw—
Standard Parts Co.
Columbia—
The Parts Co.
Standard Parts Co.
Darlington—
Standard Parts Co.
Easley—
Anderson Auto Parts
Florence—
Standard Parts Co.
Fort Mill—

Fort Mill—
Standard Parts Co.
Greenville—
Battery & Electric Co.
Scurry & Nixon
Greenwood—
Carolina Tool Co.
Hartsville—
Standard Parts Co.

Standard Parts Co. Kingstree— Standard Parts Co. Orangeburg— Parts Supply Co. Standard Parts Co. Rock Hill—

Rock Hill—
Bennett Supply Co.
Standard Parts Co.
Spartanburg—
Spartan Automotive Co.
Standard Parts Co.

Standard Parts Co. Walterboro— II. Steenken & Co. York— York Auto Parts

Saluting

South Carolinaone of seven

states we serve!

Southeastern

Dear Bill

Never underestimate the power of a woman-or properly channeled advertising. At least I'm sold on that power when I take a gander down the repair line today. for there are more older-model cars than I ever saw on our line since wartimes.

It came about when the old man surveyed the used-car lot and saw a lot more old timers than he likes

"Let's get them bombs off the lot," he sez.



A "BEST SELLER"

of FLEXIBLE **FUEL LINES**

IMPERIAL

Broad Coverage

MERCHANDISER

You'll have all the fastest moving flexible gas and oil lines-constantly needed for repair work-prominently displayed - easy to sell! Simplified labeling includes 1956 cars.

THE MARKET IS BIG! Use this "Best Seller" to go after it!

Fuel Line Rack Included FREE of Extra Charge

No. 163-FT Merchandiser with 22 lines -covers 90% of all jobs.

Dealer's Cost......\$17.05



Ask for Bulletin

THE IMPERIAL BRASS MFG. CO., 1227 W. Harrison St., Chicago 7, III. In Canada: 334 Lauder Ave., Toronto, Onta

MPERIA

Brass Fittings * Flexible Lines Shut-Off Valves * Drum Faucet Service Aids * Tubing Tools

So everybody started thinking of ways to unload them without resorting to a call to the junkman.

Aside from the considerable dough they had sunk in each one, it just happened they were exceptionally clean. Many of them belonged to our old customers and we knew their history. They were worth top dollar.

Who the heck would want them? That was the question. The old man came up with the answer him-

"What's all this stuff about the American family being two-, three- and four-car prospects I've been readin' about? Let's work over our regulars, sales and service, and see if they wouldn't like an errand car for the little woman?

And we took it from there.

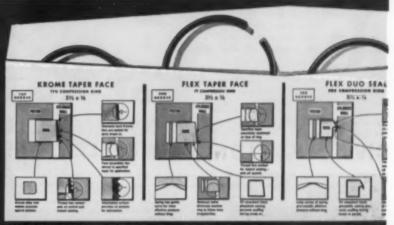
We scrounged up all the possibilities from our service records and the sales crew did the same. The letters went out direct to the little woman, outlining a few of the better jobs, explaining that we'd give them a run-down in the regular shop if she wanted to choose one and have us responsible for its present condition and ready to keep it up for her afterwards.

It really worked, and many of the prospects came direct to us in the shop to help them choose and then make a check on the car they bought. Already a few of them have been in for service jobs after using the older cars.

Having older vehicles on the service line brought up some question of the reaction of our mechanics to handling this type of work after some years of working on late-stuff only. To the surprise of most, it turned out they don't mind it at all. Some felt they were losing their "touch" on matters of making repairs where a little ingenuity and economy were required. By estimating carefully to avoid "tear down and then wait"

CHROME RINGS are "taking over" in the replacement market!

Here's the chrome ring set that's pre-seated for QUICK SEATING ...INSTANT OIL CONTROL



ALL-IN-ONE RING ENVELOPE contains all the rings for one piston . . packaged in order of installation. This prevents mix-ups, saves mechanic's time.

AMERICAN HAMMERED

pre-seated Krome-Oil piston ring sets



Yes, the big swing is to chrome rings. All major engine manufacturers are using *chrome* piston rings as original equipment—recommend them for replacement. Latest survey figures indicate 57% of installations are chrome.

Fast break-in-here's why

Pre-seating is a factory-applied lapping process equivalent to hundreds of miles of actual engine operation assures instant oil control, customer

satisfaction. Rugged dynamometer tests and strict manufacturing controls assure Krome-Oil's ability to hold oil on even the toughest jobs.

> Handle the tough jobs right the first time avoid costly comebacks

INSTALL KROME-OIL



Be sure you're installing a full chrome ring set. Check for chrome on the top groove compression ring, on the rails of the oil ring. Install chrome confidently because Krome-Oil is pre-seated, seats instantly.

American Hammered

AUTOMOTIVE REPLACEMENT DIVISION 2001 Sanford Street • Muskegon, Michigan

Manufacturers of American Hammered Automotive Replacement Piston Rings * A Division of Sealed Power Corporation

omember profit-packed American Hammered Power-Plus Service ROETHERIZING - GLAG GROOVE INSERT for parts and owner authority to proceed, we've made it possible for them to hold their own in the paycheck end of the work.

The bull-of-the-woods and the guys on the floor are all pleased for the opportunity to prove that our service operation is flexible enough and our attitude such that we can put our shoulder to the wheel to meet situations in other departments and keep the whole operation on an even keel. By cooperating with the credit department, in the matter of making

reasonable charges; the new-car department, by helping out on rush new-car setups, and the used-car department occasionally, in cleaning up a work backlog and, now, in making needed sales, we can convince the boss that the old backshops aren't necessary evil as they are considered by a lot of dealers who don't know how to make full use of them.

Just hope we get this situation cleaned up before we get our Spring Special Service program rolling. Yrs, Ed.

Ignition-Timing Ford

(Continued from page 87)

trol valve is attached to the carburetor throttle body on all eightcylinder engines to control manifold vacuum to the distributor and regulate spark advance. This feature improves engine performance and increases over-all fuel economy.

 a. Operation of distributor double diaphragm;

The secondary spark control diaphragm (Fig. 1) forces a quick, momentary spark retard while the distributor vacuum line, carburetor vacuum passages and primary spark control diaphragm are normalizing to the new pressure conditions which develop when the spark control valve closes the manifold vacuum passage in the carburetor. This provides the sudden retard necessary to prevent "tip-in" detonation. As soon as the vacuum passage pressures normalize, the primary spark control diaphragm again resumes full control of advance characteristics.

An Air Chamber's There

The secondary spark control diaphragm (most far from the distributor body) is not connected either to the breaker plate or the primary spark control diaphragm. There is merely an air chamber between the two diaphragms. The secondary spark control diaphragm is held in an outward position by straight intake manifold vacuum working against a calibrated spring. This spring is located under the hex head plug in the center of the secondary diaphragm housing. The manifold vacuum is taken from the base of the carburetor throttle body.

When the throttle is opened suddenly for rapid acceleration, manifold vacuum drops quickly, and the spring-loaded secondary spark control diaphragm moves toward the primary spark control diaphragm. The resulting air pressure between the two diaphragms pushes the primary spark control diaphragm inward, providing a quick spark retard. In this way "ping" or detonation at the "tipin" point of acceleration is definitely reduced if not entirely eliminated.

b. Operation of spark control valve:

The spark control valve retards distributor spark advance during acceleration at low speeds to prevent excessive "ping" (detonation). When the throttle is opened

MERIT'S THICKER STEEL, NEW SHELL GIVE 33%% LONGER MUFFLER LIFE



Today's high-powered, high compression engines demand a sturdy and precision constructed muffler capable of handling the exhaust flow of modern-day gasolines. Designed in close collaboration with leading automotive manufacturers, Merit is the modern muffler for modern engines.

Merit ovals range from 25-40% heavier than most brands. This extra weight comes from heavier metals, more inner parts, bigger tubes, more inner and intermediate shells. No wonder Merit lasts 33½% longer.

Merit's new distinctive Cushion-Aire® inner-ribbed, one-third heavier shells on all ovals give longer life. This patented shell quiets at last all shell noise produced by high compression engines. Double crimped seams are stronger, have no weak points like spotwelded seams. Merit's many tuning chambers kill noises but allow the free flow of exhaust. Self-cleaning, cone-shaped tube perforations eliminate clogging and whistling. Maximum tube diameters also speed gas flow, cut back pressure.

Merit is a complete line—passenger cars and light trucks, farm tractors, Hollywood types, duals and headers, and heavy duty truck systems. With Merit you can service any job in today's expanding muffler market. And—you'll make about \$9.00 on every Merit muffler and pipe combination you install. Merit's labor-saving muffler tool will cut your installation time to less than 30 minutes.

Become a Merit Muffler Merchandiser. Get in touch with your Merit wholesaler today.



More inner heads than in other makes give rigid support and extra strength, provide additional funing chambers for better silencing.



Merit puts you in the muffler business with smart merchandising sales aids—display racks, decals, electric signs, catalogs, want books, inspection tags.

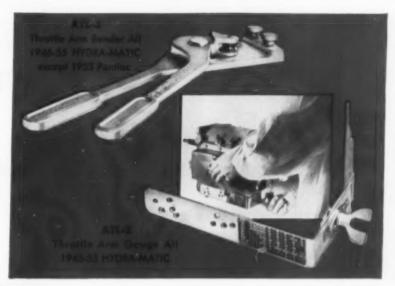


Remember, Merit is not better because it's heavier—it's heavier because it's better

MUFFLERS AND PIPES

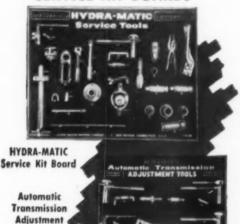
Dept. 5-E. 619 Smith St., Toledo L. Ohio

THESE New HYDRA-MATIC TOOLS **OPEN UP** profitable NEW REPAIR SERVICES FOR You/



DRAW PROFITABLE NEW BUSINESS

with these Eye-Catching SERVICE KIT BOARDS



You make more - and save more - with these new, multi-purpose Tools by New Britain. The Universal Throttle Arm Gauge and Universal Throttle Arm Bender put you profits ahead in the big, new field of Automatic Transmission Service . . . require only a minimum Tool investment. Packaged complete with illustrated instructions, these top-quality mechanic's Tools are engineered to save time and trouble for you - give you the big advantages of easy use, accuracy and long service life. Make your shop Headquarters for HYDRA-MATIC Transmission Service . . . ask your Jobber for these money-making new Tools today!

Other New Tools for AUTOMATIC TRANSMISSIONS

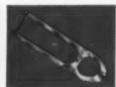


Tool Board

AMS-1 Open-Type Snap ARS-1 Rear Servo Ring AOD-1 Oil Delivery Sleeve Ring Remover



Compressor



Ring Compressor



AME-1 Mainshaft End Play Checking Tool



ASP-1 Seal Puller



THE NEW BRITAIN MACHINE CO. . NEW BRITAIN, CONN.

to a setting greater than that required to maintain existing engine speed, manifold vacuum drops sufficiently to permit the spark control valve to close, cutting off the manifold vacuum passage to the distributor, thereby providing the spark retard needed to prevent objectionable "ping." As engine speed approaches the throttle setting, manifold vacuum builds up sufficiently to open the spark control valve, permitting manifold vacuum to effect the advance of the spark timing to meet engine re-

quirements.

Through use of the spark control valve, a distributor advance curve has been established to provide the best spark advance under road load conditions without incurring "ping" on acceleration.

A schematic drawing of the spark control valve and the related vacuum passages in the carburetor is shown in Fig. 2. Operation is as follows:

The inner side of diaphragm "A" is subjected to manifold vacuum while the outer side is ex-

posed to atmospheric pressure. Spring "C" is calibrated to allow valve operation at approximately 6.5" of mercury manifold vacuum. Since vacuum passage "D" is above the throttle plate closed position, the spark control valve is normally closed when the engine is not running or is only operating at idle speed.

When the vehicle is being operated at steady part-throttle under normal road load conditions, manifold vacuum is above 6.5" of mercury and valve "B" is open, permitting manifold vacuum to effect distributor spark advance.

Sudden opening of the throttle for acceleration causes a drop in manifold vacuum. When this drop reduces manifold vacuum below approximately 6.5" of mercury, the spark control valve closes, cutting off manifold vacuum to the distributor, which results in a retard of spark timing. When the valve is closed, spark advance is controlled entirely by venturi vacuum, which is low at reduced engine speeds.

As engine speed approaches the throttle setting, manifold vacuum increases sufficiently to open valve "B", allowing manifold vacuum to act again on the distributor advance mechanism.

When operating the vehicle at high speeds, at or near full-throttle opening, manifold vacuum is low and will not hold the spark control valve open. Under these conditions, venturi vacuum is high and is the sole control of spark advance. With the spark control valve closed, venturi vacuum will not bleed back into the manifold, and the best possible spark advance is assured.

Aluminum Industries Is Acquired

Control of Aluminum Industries, Inc., Cincinnati, Ohio, makers of Permite products, has been acquired by Harrison O. Ash, president, Thomas E. Wood, James R. Williams and other Cincinnatians by acquisition of all of the stock held by Champion Industries. Wood, Williams and Ash are now directors of Aluminum.

Stanley Dies in Jacksonville

Elisha Richard Stanley, formerly president of Stanley-Leff Motors, Jacksonville, Fla., and one of the city's first automobile dealers, died last month in a local hospital after an illness of a few hours. He began business in Jacksonville in 1919.



Here's The Bright New Package-

Lamson AUTOMOTIVE FASTENERS

Take a good, long look at that handsome new label and package. You'll see it on many a shelf in the future.

Easy to read? Right! Just hold this ad at arms length and you'll see what we mean. It tells you the whole "inside story", and it can't come off because it's printed on the box.

That box is something, too. Made of SOLID KRAFT TUFBORD®, it's strong and durable, stacks easily and is of tough, bonded construction . . . no staples to come apart.

Yes, the new Lamson STACK-PAK packaging ends package woes for jobbers and dealers alike, Say Lamson... for the best ... inside and Our!



1971 West 85th Street - Cleveland 2, Ohio
PLANTS AT CLEVELAND AND KENT, OHIO - BIRMINGHAM - CHICAGO



Cash in on



the safety belts that sell themselves

WITH THESE 3 **EXCLUSIVE FEATURES**

ONLY Larbelts KEEP CAR DOORS ONLY Larbelts ALWAYS STAY **CLOSED ON IMPACT**

With one end of each belt set anchored to the door, and capable of withstanding a pull of over 3,000 lbs., Karbelts prevent the doors from flying open in a crash - maintain the car's maximum structural strength.



CLEAN AND NEAT

Here's a major driver objection overcome. With Karbelts, you slip the outside half into the handy door clip as you get out. Belt doesn't get dirty to soil your clothes — stays free of damage by a slamming door.



ONLY Tarbetts HAVE NO **OBSTRUCTING FLOOR BRACKETS**

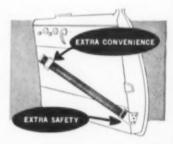
With outside belts fastened to the doors, there are no rear seat floor brackets near the doorway to trip passengers or scuff their shoes. Center floor brackets are safely out of the way.



FINEST NYLON WEBBING

BEAUTIFUL COLORS

NEW!



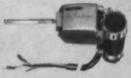
New Model SKB-5 Karbelts fit both front and rear seats of 4-door hardtops, as well as most other modern cars. Only three models to fit every make and model car.

See us in BOOTH 545

of the Southwest Automotive Show

Roll-O-Turn Self-Cancelling Signal Switches

'parton



irectional Signal witches



SPARKS-WITHINGTON COMPANY

MICHIGAN

Ternade All-Electric Air Horns

Red-Cap Dual Air-Shell Horn



3-D Horn - Boosts warning power 300%

Harvey Merrithew Co., Ltd. Dallas 26, Texas

John T. Jolly Sales Co. 1916 34th Ave. Meridian, Mississippi

Ray M. Smith & Assoc. 298 Howard St., S.E. Atlanta, Georgia

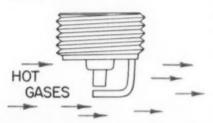
Take a good look at this spark plug tip



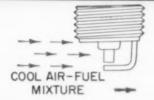
WHY?



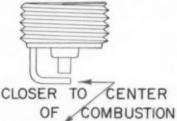
BECAUSE: For top performance, high compression engines need a cold plug for high-speed driving and a hot plug for stop-and-start city driving. Auto-Lite Resistor Spark Plug with Power Tip gives you top performance at both high and low speeds.



BECAUSE: At low speeds Power Tip resists fouling. It gets hot faster because it's "in the thick" of combustion, not on the "sidelines." Protruding tip gets full benefit of "scouring" action of hot, swirling gases on exhaust stroke. Carbon and oil deposits burn away clean.



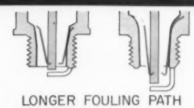
BECAUSE: At high speeds Power Tip checks pre-ignition. The protruding ceramic tip takes full advantage of cooling, refrigerating action of richer fuel mixture at wide-open throttle. Thus it cools more rapidly during the intake cycle to keep temperatures down for the next firing cycle.



BECAUSE: Power Tip extends spark gap inward toward the center of the combustion chamber. Ignition takes place closer to heart of fuel mixture. Fuel burns more evenly and completely. In many cases, fuel mixture can be made leaner for better economy with no sacrifice in power or performance.



BECAUSE: Saves you costly "comebacks." Pre-ignition can damage piston. Power Tip stays cool at high speeds to check pre-ignition.



BECAUSE: Power Tip reduces shortouts. Power Tip fouling path, right, is much longer than that of conventional plug, left. This reduces shortouts from deposit fouling and extends plug life.



BECAUSE: Power Tip center electrode alloy has what it takes. Power Tip alloy resists action of corrosive combustion gases at combustion chamber temperatures. A full 82% gain in electrode life was evident in a recent test. Conventional alloys show excessive deterioration (top) where Power Tip alloy was practically unchanged.



BECAUSE: Power Tip will register more sales for you... increase customer satisfaction... increase your sales of other products and services. Power Tip reduces inventory of plugs for overhead-valve V-8 engines, gives you faster turnover and more profit. Stock and sell Power Tip!

Power-packed magazine advertising backs up POWER TIP with ads in the Post, Life, Look, Collier's, Popular Mechanics, Popular Science, Mechanix Illustrated, True, Field and Stream, Sports Afield, Farm Journal, Successful Farming, and many more—in all, twenty big-time publications will blast away at the POWER TIP story for Auto-Lite Spark Plug Dealers!

TV and newspaper advertising in key marketing areas will add more zip!

Billboards—more than 4,500 of 'em will be seen by more than 15,000,000 motorists every day! They'll carry the POWER TIP message right to the automobile driver!



It's the **POWER TIP** that makes the difference!

AUTO-LITE POWER TIP

THE ELECTRIC AUTO-LITE COMPANY . SPARK PLUG DIVISION . Toledo 1, Ohio . Toronto 1, Canada

Contests Zoom Up

(Continued from page 72)

or mechanic should make the mistake of hitting the same customer twice on the same item within a 30-day period.

More than attractive and valuable prizes, commissions are preferred by our four to six personnel affected by the contest. With commissions everyone profits. Our top salesman may earn as high as \$31 in commissions, as he did in a battery contest, while our aver-

age drew about \$15. By preference. therefore, about six out of ten are commission contests. As a matter of fact, during the summer months, in good driving weather when business is lively, we pay a 10% commission on all sales, including tires, tubes, batteries and accessories.

Our contests seldom cost us more than \$50 a month. The increase in sales volume more than covers the expense of a contest. When a special purchase is made of a new product and a supplier

STRIPPED THREADS no longer a problem. Patented

extractor combines wedge

and wrench action for easy

one-man drain plug re moval. Your grease rack needs one. Order yours

today. Mechanics

MECHANIC

Net \$2.75

provides the prize of the month, a contest may cost us nothing. Where we offer a 10% commission, we find it exceedingly worthwhile to share our profit for the increased volume the contest brings.

Most promotion is done in the driveway or in the shop. Promotional material is frequently provided by the supplier or manufacturer, which we display in the window or on the floor of the showroom. There have been occasions when a special purchase of a new product has brought us a few spots on television or when a certain supplier promoted a new product on a city-wide radio and mentioned our station as a purchasing point. Generally, however, we fall back on our own salesmanship to accomplish objectives.

The men keep a record of their sales during a month and I keep a record of my own against which I can check theirs. I prod them individually and collectively during the course of the contest on boosting their sales. They eye each other's sales and try to win a lead over someone who is ahead. So contests also foster healthy com-

Contests mean sales, and sales mean profits.

Cutting Comebacks

(Continued from page 76)

All jump on a job together and get it out speedily. They try to make it a perfect job, too, and in that way they "don't have to fool with it on a comeback because something wasn't done right the first time."

Sometimes the three men will work on two cars together at one time

Besides giving service on new cars brought in, the new-car service trio also get new cars ready to be delivered after a sale. Delay in servicing a car ordered is avoided.

"If a customer buys a car and wants it immediately and it is a car that we have just received and haven't serviced, we can immediately get to work on it," said Service Manager Fox. "This could not be done under the other service system.

"We give the cars a more thorough inspection before the customer receives a car. We try to find and repair all the little annoying things the customer finds and this eliminates time-consuming comebacks."



At the Indianapolis "500," Herbrand Tools

are the official line-because they're job-

engineered . . . insure fast and positive

"500" mechanics know that Herbrand has

the right tool for the job-that will stand

To speed up your work . . . cut lost motion,

buy Herbrand. Be a winner. See your

up under speedway pressure and stress.

OFFICIAL TOOL OF THE

action when it counts most.

Herbrand jobber.

FREMONT, OHIO

The next time your Weatherhead distributor calls he'll be introducing the new...



WEATHERHEAD SE-26

SMALL ENGINE SERVICE KIT

DESIGNED TO SPECIFICALLY MEET YOUR REQUIREMENTS

Weatherhead has designed this new small engine service kit to provide you with a handy, compact, low-cost unit containing everything you need in Weatherhead fittings, fluid lines and throttle controls to service all popular makes of small engines.

SALES HELPS FOR YOU

Attractive window (or wall) banner plus newspaper ad mats available with kit. Puts you in business right now.

Be Ready!

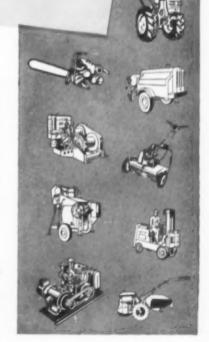
GET YOUR SHARE OF THIS GREAT FAST-GROWING MARKET

Here's a big business potential you can't afford to miss. Over 15 million small engines now in use . . . and annual sales are skyrocketing. Your patrons, your neighbors are your potential customers. In lawn and garden equipment, on farms . . . wherever small gasoline engines are used . . . there's a continuing need for your service. And remember, it costs you little to be prepared for this profitable business. Your original investment in your Weatherhead SE-26 service kit is very small. The required stock and servicing space is small. You'll agree, it's the best investment you ever made.



THE WEATHERHEAD CO.
7. It Wayne Div., Dept. W-5
128 West Washington
Fort Wayne, Indiana

In Canada: The Weatherhead Co., Ltd. St. Thomas, Ontario



Polishing Profits

(Continued from page 73)

who get a polish job have a few dents that have to be knocked out. These are minor jobs that average out at \$7.50 per customer. Too, the same percentage need a bumper straightened or some chrome replaced or touched up. This adds to the shop's revenue, of course.

"We'd say that our success can be credited directly to the polishers," Schaefer concluded, "and the answer to a good polish job is girls. The men do the rough work, apply the cleaner, do their share of the polishing and dress the tires. But the detail work that makes our jobs look professional is done by the girls."

This deal has been going for the past four years consecutively. There is no let-up for the demand. Fact is, business gets progressively better and less promotion is necessary to keep the two stalls filled.

A net profit of about \$60 a day from a space that would be worth-

less for most things is a factor when the shop's month's totals are figured up for the front office to look at.

How to Push Shop

(Continued from page 79)

vide a paid vacation and any money left over to go into a Christmas bonus.

"The men went for it 100%, enthusiastically. So I bought each man a broom — and bought myself one, too, so I could keep the office clean.

"Each man, under the agreement, must either clean his work stall at the end of the day or before he starts work the next morning.

"I figure the savings will amount to about \$200 a year for each man. This means that for each man there will be about \$200 that can be divided between a paid vacation and a Christmas bonus.

"Besides the money-saving and profit-sharing features, this plan has another advantage: With work stalls clean, there's no lost time when the men start work in the mornings. When we open up in the mornings we are open for business.

"Instead of sweeping and cleaning, the porter now spends his time washing and polishing cars in the shop."

Yes, the Collier shop crew is a real team — even at wielding brooms

Ford Names Jack Snyder Truck Market Manager

J. S. "JACK" Snyder, formerly of Charlotte, N. C., has been named national truck marketing manager for Ford Division of Ford Motor Co., Charles R. Beacham, general sales manager, announced.

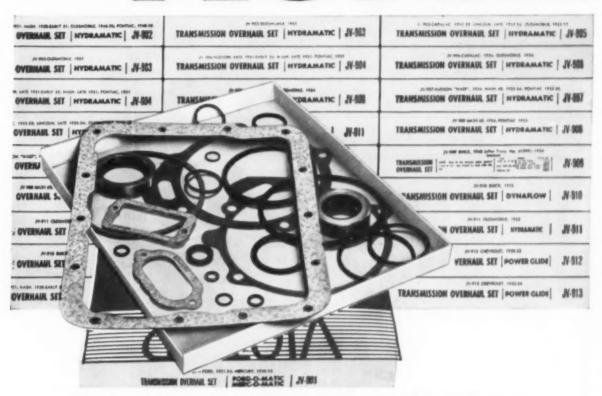
Snyder, who started with Ford at the Chicago World's Fair and later joined the sales department at Charlotte in 1934, was Charlotte district sales manager from 1952 until 1955.

Earl McMillian of Houston Dies

Earl McMillian, 57, owner of the Earl McMillian Ford agency in Houston, Texas, died of a heart attack in Los Angeles last month. McMillian started out in business with the IGN Railroad but switched to the automotive field in 1915 when he became an accessory salesman. He opened his own agency in 1934.



NEW from CTOR



Automatic Transmission Sealing Sets Now Stocked by Your Victor Jobber

	le Coverage ictor Number	
BUICK Dynafiew	1948 (after Trans. No. 41999)—54 1955	JV901 JV910
CADILLAC Hydramatic	1952-53 1954	JV905
CHEVROLET (PASS). Fawer Gilde	1950-52 1953-54	JV912 JV913
FORD Ford-O-Metic	1951-54	JV901
HUDSON Hydrometic	Early 1951 Late 1951—Early 52 1954 (Wasp)	JV904 JV904 JV907
LINCOLN Hydramatic	Late 1952-54	JV905
MERCURY More-O-Matic	1950-53	1V90
NASH Hydrematic	1950—Early 51 (40-60) Late 1951	JV902
	Early 52 (all) 1952-53 (40) 1954 (40) 1954 (60)	JV907 JV907 JV907
OLDSMOBILE Hydramatic	1946-50 1951 1952-53 1954 1955-56 ("R"Type)	JV903 JV903 JV904
PONTIAC Hydramatic	1948-30 1951 1952-54 1955	JV903 JV904 JV907 JV907

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Dynamometer Upped Shop

(Continued from page 77)

hours to study and experimentation with the dynamometer, can learn to read and interpret the dials within a few months.

It takes time in the beginning until you gain skill and speed. But don't let anyone discourage you that it is difficult to learn. It is really simple. Once you catch on, you will wonder how you ever got along without it.

Our tune-up and carburetion

mechanic has attended the manufacturer's school and we have instructed our three mechanics in its operation. At the present time I am handling all diagnoses and turning repair work over to my mechanics.

When a car comes in with a complaint, we put it on the floor and check first by motor analyzing and testing machines. We check it out by dynamometer for all-'round condition, including combustion mixture. After repairs have been carried out, I recheck by

dynamometer, and for the personal satisfaction it gives me to drive a customer's car whose engine has been put at peak performance, I roadtest the car. This is detailed procedure, I know, but I am checking on myself and my handling of the new equipment, and watching results I get.

As you may gather, investment in a dynamometer may mean specialization of the entire operation or department. Specializing in tune-ups, carburetion and ignition. we are now doing an annual gross of \$50,000 and we are just getting started. Potential, as I see it, is unlimited

The real problem for the independent who wants a dynamometer is money. We're all mechanical-minded (or we wouldn't be running automotive repair shops) and catch on quickly to new machines. So learning to operate a dynamometer presents no problem, but capital does. My advice is still to invest, even if you've got to apply for commercial credit.

We Offer a Free Check

We offer customers a free checkup on the dynamometer. We explain they will get more power out of their cars, greater acceleration, timing will be set more accurately and greater gas economy will follow. As I said earlier, it takes little selling. Having our customers stand by and watch what happens, we usually get a tune-up job out of a 30-minute dynamometer test.

Interestingly enough, customers get so enthusiastic that they even get old jalopies back in here for a dynamometer testing.

In educating the public to this equipment, we tell them to come back whenever their cars get sluggish or jumpy. We tell them to go by "feel" because it may be in 10,000 miles or in 2,000. We are not scheduling jobs but taking customers as they arrive. Scheduling is difficult when you do not know whether a tune-up will turn into a major job of a couple of hours or a minor one of a few minutes. and scheduling often becomes unfair when a customer arrives at the scheduled hour and is told to wait because the job ahead of his is taking longer than anticipated.

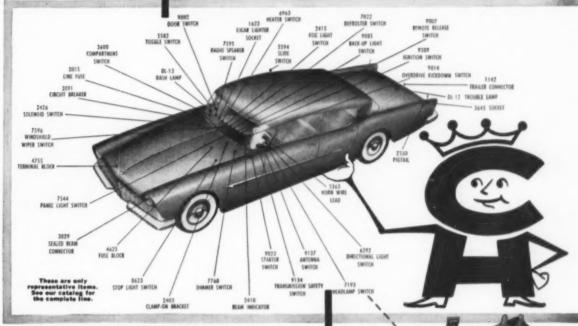
Yet we notice that they do wait. Because even in our town of 75,-000, there is a demand for dynamometer testing. Next to their homes, cars represent the largest personal investment people are

called on to make.



To Carry the Load

Quality COLE-HERSEE Automotive Electrical Products For Your Car



SAFETY • CONVENIENCE DEPENDABILITY • PERFORMANCE

Cole-Hersee products have won world acclaim for their service in commercial, industrial, marine, earthmoving, and farm equipment while carrying heavier electrical loads under the most adverse conditions of dirt and moisture. All of the units shown in the illustration — and many more — which make up the life-line of automotive electrical systems are quality engineered by Cole-Hersee to meet the increasing demands of modern usage. Designed and manufactured to higher than original equipment standards, the Cole-Hersee line is produced from the best materials by skilled craftsmen. There is a quality Cole-Hersee replacement product for every electrical function of your car.

Sold through leading jobbers everywhere. Specify Cole-Hersee and insist upon receiving same from your jobbing source.

No. 7193 Combination Headlamp Switch and Dash Light Control

A typical example of one of the many quality products manufactured by Cole-Hersee is the No. 7193 Headlamp Switch. An extra heavy duty unit, the 7193 has special contacts for minimum resistance and maximum life and is conservatively roted for 40 Amps. A variable resistor controlled by turning the knob gives accurate control of dash lamp brilliance for driving comfort, while the integral circuit breaker provides the assurance of safety and circuit protection.

BUILT UP TO A STANDARD—NOT DOWN TO A PRICE Send for Catalog D-134.







NOW AVAILABLE WET OR DRY CHARGED





SELL PREST-O-LITE HI-LEVEL QUALITY...

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A 2-million-mile battery test, one of the most extensive ever given car batteries, proved conclusively that Prest-O-Lite Hi-Level is second to none in its field. In this test, 100 stock batteries of this type were driven two million miles under all kinds of driving conditions, in traffic and on the highway. Inspection was made by authorized test personnel only. The result: not one battery failed!

Further results also proved the fact that these Hi-Level Prest-O-Lite Batteries needed water no more than 3 times a year. No doubt about it—you can sell with the assurance that you're giving top quality when you sell premium Prest-O-Lite Hi-Level.

... GET PREST-O-LITE HI-LEVEL PROFIT

PROVED BY THOUSANDS OF BATTERY DEALERS

Battery dealers everywhere know what it takes to sell batteries at a profit—good public acceptance and top quality. Prest-O-Lite Hi-Level has both! Add to that Prest-O-Lite's fair Guarantee Policy that protects you and yet gives your customers a fair deal. Here's the reason you stand to make 48% more profit with Prest-O-Lite Hi-Level on a typical sale.

Sale of an ordinary battery...

Selling	price							0				\$20.50
Dealer	cost .											13.80
Degler	profit											6.70

Sale of Prest-O-Lite Hi-Level

Selling	price											0	\$27.95
Dealer	cost.				,								18.00
Dealer	profit	ì.											9.95

THAT'S 48% MORE PROFIT!

Get set for those demand sales by stocking dependable Prest-O-Lite Hi-Level Dry-Charged Batteries. Fresh when you buy them . . . fresh when you sell them. See your Prest-O-Lite Battery wholesaler.

Presto-lite hi-level

NEEDS WATER ONLY 3 TIMES A YEAR*

Prest-O-Lite Battery Company, Inc. Toledo 1, Ohio

ON NORMAL CAR USE

Birmingham Garagemen Map Plans To Organize a State Association

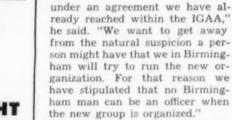
GARAGE owners of Alabama are going to be invited to a meeting at Birmingham in a few weeks at which a state association will be proposed.

Jimmie J. Mitchell of Jimmie Mitchell Repair Service, 803 North 22, Birmingham, said that at this meeting the present Independent Garagemen's Association of Alabama, of which he is president, would be offered the convention as a nucleus for a group representing every area of the state.

"We are going to turn this association over to the state as a whole and no Birmingham man can serve as one of the officers.



President Mitchell



His announcement was made while he was attending, as a director, the first annual convention of the Independent Garage Owners of America at Wichita, Kan. With him, and in agreement with Mitchell's comments on the Alabama meeting, was L. E. "Gene" England, a past president of the Alabama association.

Mitchell said:

"We have enough chapters now to have a state association, but we want to have this meeting so that garagemen from all over the state can pitch in with their suggestions."

Most of the units in the present association are in the Birmingham area.

Richard Wilson is vice-president of the IGAA, Carl Chamblee is secretary-treasurer and E. E. Brooks is chairman of the board. All are from Birmingham.

Reo Motors Names Mason Southeastern Manager

A PPOINTMENT of Walter S. Mason as southeastern manager for Reo Motors, Inc., with headquarters at the Atlanta, Ga., branch, has been announced by J. L. Adams, vice-president for sales.

The region is comprised of Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama and Mississippi. Mason was formerly general manager of a manufacturer of special heavyduty trucks.





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This year there's an all-new way to measure automobile performance—measure it against Pontiac!

For Pontiac performance outstrips in a breeze any other on the road, And it didn't just happen! Pontiac engineers started from scratch with a brand-new Strato-Streak V-8 engine.

Then they added the all-new Strato-Flight Hydra-Matic* especially engineered to work as a team with Strato-Streak power!

And what a team it is!

There's the blazing "go" of 227 horsepower born in the most modern, high-compression, high-torque engine you can buy!

There's the incredible smoothness of

Strato-Flight Hydra-Matic's liquidlink coupling and the lightning-fast, positive action of its gears.

No wonder they're calling Pontiac America's No. 1 spine-tingler!

Just as forward looking as the engineers, Pontiac designers jumped a few years to set an equally new trend in styling. No car at any price is more distinctive in its exterior beauty . . . more luxuriously colorful in its interiors . . . more obviously branded with the exciting stamp of the future.

Surprisingly, all this performance and style is priced well within the reach of *any* new-car buyer. Easy to see why people are calling Pontiac "the beautiful buy with the blazing GO!"

PARIS FASHION SHOW-PONTIAC STYLE

This year Pontiac interiors are more colorful and luxurious than ever! Wherever you look in the new '56 models, you'll see the magic touch of one of the industry's top styling teams. Selecting from glamorous leathers, fabrics and trim accessories, they have created the most breath-taking interior effects in Pontiac history!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

'56 PONTIAC

THE GREATEST GLAMOUR AND GO ON WHEELS!



to do all average body repair jobs — at prices so low that they strongly invite you to put "P-F" performance to work for you RIGHT Now. Later you can order additional attachments as needed . . .

The strongly invite you to put "P-F" performance to work for you RIGHT Now. Later you can order additional attachments as needed . . .

The strongly invite you to put "P-F" performance to work for you RIGHT Now. Later you can order additional attachments as needed . . .

- with "Push-Twist" EZ-E-ON Attachments

Designed by practical body men to speed repair work — the SPEED MIDGET saves 70% of "hook-up" time; 90% of "take-down" time as compared to threaded equipment. But, that's only half the story . . . You have all the power you need with the SM-200 3 ton, super-speed JACK — Only 30 strokes for full extension of ram — versus 60 and 70 for its competitors! Tubing gives a long 48-inch span — compared with 33 and 38 for the others! PUMP STROKES PER INCH OF RAM TRAVEL ARE A VERY LOW 6-1/3 — against 12 and 15½ strokes for competition! And — the closed height of the "P-F" RAM is less than all others; which means that it can get into tighter places, do more jobs! No wonder good body

men go for the P-F SPEED MIDGET — and its faster, easier work, increased earning power — and the boss likes those extra profits per job!

PRICED AT ONLY

the finest thread-type "buy"!

PF-9 HYDRO-MIDGET"START-A"SET

Has all the work-speeding features of the SPEED MIDGET — except the EZ-E-ON Attachments. Three couplings give a 40-inch tubing span. Same as the unit pictured above except that tubing and attachments are threaded. The choice

of those who like threaded equipment.

PRICED AT ONLY

\$59<u>75</u>

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BODY REPAIR TOOLS and EQUIPMENT

Automotive Division of H. K. PORTER, INC., Somerville, Mass.

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- 420 SIOUX TOOLS—Illustrated and descriptive condensed 18 page Catalog No. 109-D of SIOUX Portable Electric Tools for Automotive repair and maintenance. Albertson & Company, Inc., 2100 Lewell Ave., Sioux City, Iowa.

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page 140 and you will get it!

601-Air Conditioners

An under-dash air conditioner, featuring quick installation and low cost as well as a large trunk unit of 31/2-ton capacity, has been announced Capitol Refrigeration Mfg. Co.,

3922 Kalloch Dr., Dallas, Texas.

The large unit reportedly changes air every 20 seconds and filters, dehumidifies and regulates automatically. The automatic magnetic clutch and thermostat are said to give perfect compressor operation, winter or summer. The compressor operates only when cooling.

Want more info? Use coupon on

page 140 and you will get it!

602—Lamp Chart

The "1956 Tung-Sol Auto Lamp and Flasher Servicing Guide" in wall-chart form, indexed for ready reference and containing seven categories of data, such as headlamp aiming instructions, installation instruc-tions for sealed beam headlamps, etc., is available free to jobbers for distribution to their service station dealers upon request from Tung-Sol

Electric, Inc., 95 Eighth Ave., Newark 4, N. J.

Want more info? Use coupon on page 140 and you will get it!

603—Self-Vulcanizing Patch

Self-vulcanizing patches for both tubeless tires and inner tubes which are said to become a permanent part of the tire or tube when applied have been introduced by Setco Sales Engineering and Training Co., 7263 Lans-downe Ave., St. Louis 19, Mo. "KEX" patches reportedly can be used successfully with all types of

patching cement or vulcanizing fluid. A cured rubber top layer is permanently bonded to a semi-cured selfvulcanizing layer by a patented molding process that shapes the patch for

maximum strength.
Want more info? Use coupon on page 140 and you will get it!

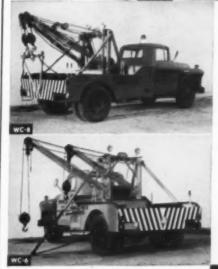
Manley Wrecking Cranes

Most complete line of wreckers-9 models 3 to 10-ton beem capacity all NEWLY DESIGNED for 1956

> Send coupon for demonstration or information



This 10-ton wrecker and the 8 and 6-ton wreckers (shown at left) all have twin booms that swing to either side and outriggers (shown in wc-6 photo).



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in Chain Company, Ltd., Magara Falls, Ontaria



MANLEY DIVISION American Chain & Cable, York, Pa.	SA
Please arrange demonstration	
Send literature and prices	
Nome	_
Address	_

604-Back-Up Light Kits

Kits for installing back-up lights on 1956 Chevrolets, Fords, Plymouths and Dodges, which are ready-wired but not equipped with back-up lights, have been announced by the Alco Division, Auto Lamp Mfg. Co., 2901 S. Indiana Ave., Chicago 16, Ill.

All kits are reported to be ready to install and contain all necessary sockets, wiring, bulbs, clips, washers, screws and easy-to-follow instructions. Those produced for Chevrolet, Plymouth and Dodge include one unit with switch for conventional trans-mission and another without switch for automatics. A switch kit is provided for Ford passenger models with

conventional shift and two Ford kits are made for various 1956 automatic

Want more info? Use coupon on page 140 and you will get it!

605-Tune-Up Chart

An ignition tune-up chart, revised to include data for 1956-model cars, with all essential information on an 18" x 28" surface which may be hung on any wall for convenient reference. has been made available from Tasco Products, Inc., 199 Vermont St., Brooklyn 7, N. Y. Tabular matter is

set in large, clear type.

Want more info? Use coupon on
page 140 and you will get it!

606-Dry Battery Package

A packaging system in which drycharged batteries and acid can be stored as a unit for indefinite periods has been introduced by Globe-Union, Inc., 900 East Keefe Ave., Milwaukee 1, Wis.

The disposable lightweight poly-

ethylene bottle packed with the bat-tery reportedly is leakproof and un-breakable and contains the correct amount of electrolyte for the battery. A cardboard sleeve is also included for safe handling of acid containers, the manufacturer said.

Want more info? Use coupon on page 140 and you will get it!

607-Radiator Repair Fluid

A soluble oil product with a combination of small, non-abrasive par-ticles, reported to be harmless to rubber and metals and to work with all standard anti-freezes for sealing radiator leaks, has been introduced by Standard Distributing Co., 220 Luckie St., N.W., Atlanta, Ga. In radiators and external leaks, "5 in 1" is said to form a substance

similar to putty. In internal leaks in heads, a resinous-like carbon is



formed which reportedly successfully withstands compression. The product is claimed to remain rust-resistant because of regulated oil release, to lubricate thermostat, protect against harmful scale deposits and assure lasting repairs on all types of cooling system water losses, both external and internal.

Want more info? Use coupon on page 140 and you will get it!

608-Oil Filter Manuals

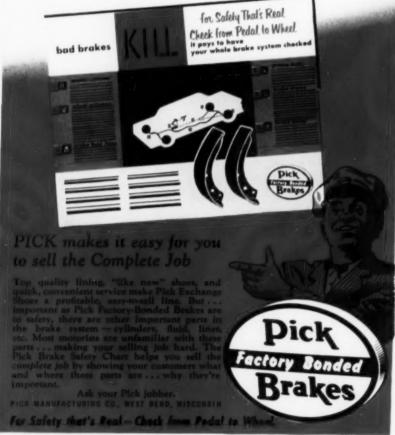
An oil filter cartridge installation manual, containing complete instructions for servicing filters on all passenger cars through 1956, with step-by-step, illustrated instructions for every car, including lists of tools required to make each change, is offered by Wix Corp., Gastonia, N. C.

Also offered is a cartridge installation charge guide which lists passenger-car makes and models, the proper cartridge for each installation, recommended list price for each one and approximate time required to make each change, also tables giving cor-rect labor charge for various time periods.

Want more info? Use coupon on page 140 and you will get it!

Get this FREE wall chart

that tells the Tuth about brake safety



PICK REPRESENTATIVES:

ROY BRIDGES, 1202 S. W. 1st Ave., Gainesville, Fla. (S. C., N. C., Ga., Fla., Ala., Tenn., Miss.)
HENRY G. McHUGH, 1233 Large Ave., Louisville 13, Ky. (Kentucky)
WILLIAM S. KNEAVEL, SR., 655 East 25th 5t., Baltimore 18, Md. (Del., Md., D. C., Va.)
STAFFORD JONES CO., Thomas Bidg., Dallas, Tes. (Ark., La., Okla., Tex.)
EDWARD J. ROELANDT, 5941 Baum Bivd., Pittsburgh 6, Pa. (West Virginia)

BLACK BEAUTY



609-Cleaner-Polish Paste

A paste-type cleaner-polish combination, said to clean with the ease of liquid polishes and to offer the protection of paste wax, has been announced by R. M. Hollingshead Corp., 840 Cooper St., Camden 2, N. J.

Want more info? Use coupon on page 140 and you will get it!

610-Switch Connectors

Stop-light switch connectors for cars with hydraulic stop-light switches have been announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14. Mo.

With the No. 114 it is possible to

convert any stop-light switch in stock to any type needed, eliminating the need for a large inventory, ac-

cording to the company.

Want more info? Use coupon on page 140 and you will get it!

611-Motor Analyzer

A motor analyzer, 51" high, in de luxe or standard model, with cabinet and individual portable test unit which can be removed for use elsewhere, has been announced by Allen Flectric & Equipment Co., 2101 N.
Pitcher St., Kalamazoo, Mich.
The "Allenyzer" includes test units

required to test the complete ignition, electrical, compression, fuel and com-



bustion systems, voltage and current regulator, generator, ignition timing, distributor, carburetor, combustion, compression, vacuum, cam angle and engine rpm. It can be rolled about easily on its large caster-type wheels for car-side testing, it was said. Want more info? Use coupon on

page 140 and you will get it!

612—Starting Fluid

Starting fluid in a pressurized can, said to spray effectively in tempera-tures as low as 65°F. below zero and to withstand 180° of heat in storage,



has been announced by Spray Starting Fluid Co., P. O. Box 584, Camden

It was reported to be inert and safe in storage.

Want more info? Use coupon on page 140 and you will get it!

613—Armature Lathe

An armature lathe, undercutter and grinder with a power spindle for grinding, wire brushing or polishing has been announced by King Electric Equipment Co., 9123 Inman Ave., Cleveland 5, O. The "Model L-220" lathe is said to

incorporate two three-jaw Jacobs chucks, an independently driven undercutter, a carbide tipped cutting tool, four-speed pulleys, ball crank controls and a work light that travels with the undercutter carriage. It will handle armatures up to 7" in diameter, with a maximum length of 17½" and shaft diameter up to ¾". It is available as a bench model or complete with floor stand.

Want more info? Use coupon on page 140 and you will get it!





614-Gas Lock

A rear lamp gas lock for all 1956 Chevrolet cars, which locks both the gas tank and the hinged rear lamp at the same time, has been introduced by Imperial Handle & Lock Mfg. Co., 858 East 29th St., Brooklyn, N. Y.
The lock is precision-made, chrome-

plated and fitted with a Yale cylinder, with two keys for each lock. Only a screwdriver is needed to install.

Want more info? Use coupon on page 140 and you will get it!

615-Anti-Rust Spray

An anti-rust spray in aerosol dis-penser said to be effective on all types

of metals, both ferrous and nonferrous, has been announced Krylon. Inc., 2601 N. Broad St., Philadelphia 32, Pa.

Finger pressure reportedly releases an even spray which forms a dry, waxy film that resists oxidation. 'Rust Veto" is said to effectively protect such items as dies, tools, polished steel and critical surfaces on machines and equipment.

Want more info? Use coupon on page 140 and you will get it!

616-Refrigerator

An all-aluminum "under-the-dash" mechanical refrigerator which holds a dozen soft drink bottles and is

claimed to have one-third better refrigeration characteristics than domestic refrigerators is being manufactured by B & M Corp., Houma, La. First deliveries will be made in

The patented refrigeration mechanism utilizes vacuum pressure similar to windshield wipers. Gasoline from the fuel tank is used as the re-frigerant, then returned to the carburetor. Installation is said to be slightly easier than a car radio. Want more info? Use coupon on

page 140 and you will get it!

617-Tire-Changing Tool

A tire-changing tool, made to sell at an economical price and designed to handle either tubeless or conventional tires for all passenger cars or light trucks, has been introduced by The Coats Co., 3001 Fifth Ave., S.,

Fort Dodge, Iowa.

The basic tool, "Model 101," comes complete with stand, a simplified



hold-down and a combination mounting and demounting tool. Accessories available include the "Roll-A-Way" base and a beadbreaker.

Want more info? Use coupon on page 140 and you will get it!

-Compass

An illuminated compass in a globedesign plastic body, with a magnetic compensator device requiring one adjustment for accuracy, for six- and 12-volt systems, has been introduced by Crown Accessories, 3001 E. 12th ., Los Angeles 23, Calif.
Want more info? Use coupon on

140 and you will get it! (More New Products on page 150)



· Mirror head, 7" x 16", rimmed in stainless steet. What a mirror! Every important fea-ture has been incorporated in Grote's new

· Sturdy formed steel back. finished in black baked

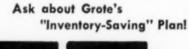
· Entire mirror glass cushioned in rubber channel gasket...weathertight, will not vibrate.

· High-quality, double-strength mirror glass...permanently silvered.

· Mirror glass easily replaceable.

· Assemblies available in single units or pairs.

For a full view of safety and economy, look into the Grote Clear-Vue and the complete Grote Mirror line. See your Jobber today, or write for catalog and prices.



"West-Coast" styled Clear-Vue. Plus such

special Grote extras as simple installation and adjustment . . . easy parts replace-

ment! Brackets and arms are shipped com-

pletely assembled. With no loose small

parts, you save work, time and trouble.





Lamps . Directional Signals . Reflectors . Flares .

THE GROTE MANUFACTURING CO., INC., Bellevue, Ky. · Opposite Cincinnati

NEW, Black & Decker VALVE REFACER R-BUILT FOR FASTER, BETTER PRECISION WORK!



Time-Saving, Cost-Cutting Features!





POWER - BUILT — two B&D - built motors power collet and wheel spindles. All "chatter" eliminated. NEW COOLANT SYSTEM! All tubes and lines concealed! 1-gallon coolant reservoir with baffle plates.



One COMPLETE UNIT— TRAVERSE GRIND — no extras. Combined Mi- At Any Angle! Handles up crometer Valve Stem and to 4" valve heads, 9/32" Rocker Arm Attachment. to 11/16" valve stems.



PLUS constant spindle speed, fast, efficient valve chucking, readily accessible bearings.

SENSATIONAL NEW AIR CHUCK-optional equipment for super speed valve refacing.

You can gain extra profits in less time with the B&D Deluxe Super-Service Valve Refacer . . . with its many completely new and exclusive features.

Your valve jobs move out faster . . . your labor costs shrink to the minimum. You eliminate expensive "come-backs"... build volume and profits with greater customer satisfaction and word-of-mouth advertising.

For more details on the B&D Valve Refacer and easy payment plan, see your B&D distributor or write: The Black & Decker Mfg. Co., Dept. 3505, Towson 4, Maryland.

Look in the Yellow Pages under "Tools-Electric" for Nearest Distributor



PULL THE STARTING THIS MONTH ... to a big

AC has gone "all-out" to bring you a complete package that will put you into the vast new market opened up by Guide T-3 Headlamps and the Guide T-3 Safety-Aiming System.

The program comes in one big bargain package and it is pitched on a tested sales slant-asking the driver to "pull the switch" so his lights can be checked. This gives you the driver's attention-makes it easy to sell the idea of pleasanter night driving with more light-aimed right. T-3 Lamps, T-3 Aimers-huge selling display, aimer display board tool rack, instruction manual, and sales materials all at one low price!

Used to be that headlamps stayed as they were when the car was bought. No one replaced unless a lamp was burned out or broken. Few cars had lights properly aimed.

That's all being changed. Guide advertising is telling your customers that better lights-T-3 headlamps-are available. This advertising is spelling out the driver benefits assured by your T-3 Aiming System. AC and Guide are steering this business your way by emphasizing and selling T-3 Aiming in mass-circulation magazine advertising over and over again-making sales for you.

Guide T-3 Headlamps can be installed and perfectly aimed in minutes in broad daylight. This puts headlamp selling on a 24-hour basis. Ask your AC supplier for the facts!

There's Real Volume Business Here... 50 Million Headlamps Can be Wrong!

Yes, it's estimated that as many as 50 million headlamps in service today can be improperly aimed. This great AC Guide T-3 Headlamp program is designed all the way to bring a new kind of headlamp replacement opportunity vour way.

GET ALL THREE

PULL THE SWITC



SWITCH'new business!

80 EXTRA FEET of night driving light...

FROM AC

IN THE

BIGGEST

BARGAIN

PACKAGE

IN THE

INDUSTRY!





Ask your Ingersoll-Rand Jobber about his TIME PAYMENT PLAN!

Here's the biggest news for mechanics and service shops since the invention of the Impactool. Many Ingersoll-Rand jobbers are now offering a Time Payment Plan that enables you to purchase Ingersoll-Rand Impactools for as little as \$10 down and \$10 a month.

Think of it! You can do more work in less time and do it easier than ever before. Your new Impactool will earn more money for you while you pay for it. In fact, it will pay for itself within 90 days.

Ask your jobber for a free demonstration of Ingersoll-Rand Impactools in your shop now. He'll give you all the details on his Time Payment Plan.

- RUNS NUTS
- REAMS
- DRIVES SCREWS
- SAWS HOLES
- DRILLS
- WIRE BRUSHES
- · TAPS
- BORES WOOD
- DRILLS MASONRY
- DRIVES STUDS











18A-399

More New Products

(Continued from page 146)

619-Vacuum Cleaner

An air-operated vacuum cleaner with an auxiliary blow gun which reportedly can be coupled to an air outlet, and, by a patented design, converted from air pressure to vacuum, has been introduced by U. S. Engineering & Mfg. Co., 3254 Lincoln Ave., Chicago 13, Ill.

The company recommends insertion of a quick coupler in the 1/4" IPT



threaded air inlet to enable the "Vacu-Blo" to be used at the wash rack, lubrication bay, pumping island, etc. The unit is said to be quiet in operation and to operate at any pressure above 60 lbs. It is constructed of high tensile alloy with heavy fabric bag and weighs 2¼ lbs. Want more info? Use coupon on page 140 and you will get it!

620-Signal Switch

A directional turn signal switch that doubles as an emergency flasher, engineered to fit all size steering columns, for either six- or 12-volt systems, has been announced by Advanced Mfg., Inc., Harbor City,

Designed primarily for tow trucks, ambulances and other emergency ve-



hicles, the switch employs an extra position which flashes all four lamps in unison, providing 360° visibility of warning lights. It operates as an ordinary manual return turn indicator under normal conditions.

Want more info? Use coupon on page 140 and you will get it!

621-Polish Combination

A combination package of polish and polishing towel said to restore the shine on both old and new cars

the shine on both old and new cars has been announced by Chisholm Industries, Inc., Lynn, Mass.

The "Hi-Gloss Cleaner Polish" is applied lightly, allowed to dry and then wiped off. Then the impregnated "Sealer Towel" is soaked in water, swished over the car surface, wrung dry and passed lightly over the treated area, leaving a shine and coating which acts as a shield against fading and pitting, it was claimed. claimed.

Want more info? Use coupon on page 140 and you will get it!

622-Engine Repair Kit

A small engine repair kit said to contain all parts needed to service most popular small engines on the market has been announced by The Weatherhead Co., 300 E. 131st St., Cleveland 8, O.

The "SE-26 Merchandiser" is an all-steel cabinet 13" wide, 8%" high and



14" deep, containing three partitioned drawers which hold bulk hose, reusable quick-attachable hose ends. special filter-type drain cocks, tube fittings, conduit, control wire and throttle controls, according to the company's announcement.

Want more info? Use coupon on

page 140 and you will get it!

623—Trailer Hitch

A utility trailer hitch of a deep saddle design which reportedly provides proper road clearance and even-

ly distributes pull and weight has been announced by Foote Industries, P. O. Box 688, East Lansing, Mich. The solid machined ball tests to 13,000 pounds, while the hitch itself will take a 2,000-pound "down thrust" without convertations the will take a 2,000-pound "down thrust" without concentrating the load at the middle of the bumper, it was claimed. "Actual pulling ca-pacity" of the hitch reportedly is governed by the pulling power of the tractor itself. A chain bracket is used for greater safety, hex-nuts for speed wrenches for faster installation. The hitch is custom-built and bolts securely to the bumper and frame, it was reported

Want more info? Use coupon on page 140 and you will get it!

624-Trailer Brake Kit

Unit-package air brake trailer kits for either single or tandem axle units, said to contain all parts, connections and brackets for quick, easy installation, have been introduced by

Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.
All parts reportedly fit easily into position with little or no drilling or tapping. Both single and tandem kits are available with either type 24 or type 30 chambers, which feature a nylon and neoprene type diaphragm. Included is an easy-to-mount 1080 cu. in. capacity straddle-mounted tank with emergency release valve, the announcement said.

Want more info? Use coupon on page 140 and you will get it!



Ask your Ingersoll-Rand Jobber about his TIME PAYMENT PLAN!

- **RUNS NUTS**
- · REAMS
- DRIVES SCREWS
- SAWS HOLES
- DRILLS
- WIRE BRUSHES
- TAPS
- **BORES WOOD**
- DRILLS MASONRY
- **DRIVES STUDS**

Here's the biggest news for mechanics and service shops since the invention of the Impactool. Many Ingersoll-Rand jobbers are now offering a Time Payment Plan that enables you to purchase Ingersoll-Rand Impactools for as little as \$10 down and \$10 a month.

Think of it! You can do more work in less time and do it easier than ever before. Your new Impactool will earn more money for you while you pay for it. In fact, it will pay for itself within 90 days.

Ask your jobber for a free demonstration of Ingersoll-Rand Impactools in your shop now. He'll give you all the details on his Time Payment Plan.

11 Broadway, New York 4, N.Y.



18-400

625-Silicone Cleaner

A silicone liquid cleaner, which re-portedly cleans and glazes all auto-mobile surfaces, including paint, chrome and glass, easily and quickly in one operation, has been introduced by Walbern Laboratories, 2220 East

Logan, Decatur, Ill.
"Walbernize" is said to remove dead paint, restore original color tone and clean rust spots from chrome surfaces of motor vehicles. It is not affected by dust, direct sun rays, grease, weather or salt air, the manufacture and in the conversion. facturer said in the company's announcement.

Want more info? Use coupon on page 140 and you will get it!

626-Radiator Catalog

A 116-page catalog listing radiator parts, supplies and equipment, com-pletely illustrated with a description of hundreds of items required by radiator repair shops-from soldering flux to special heater cores-is available upon request from Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb. Be sure to mention whether or not you operate a radiator department.

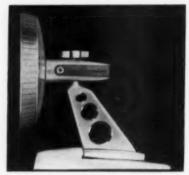
Want more info? Use coupon on page 140 and you will get it!

627-Mirror

A mirror suitable for fender, cowl or door mounting which reportedly

harmonizes with the flight-in-motion styling of late-model cars has been announced by The Roberk Co., Norwalk, Conn.

complete head The assembly swivels 360° and the arm swings right or left. It reportedly affords complete



vision to the driver for right-lane traffic as well as left. Installation may be accomplished with two self-tapping screws.

Want more info? Use coupon on page 140 and you will get it!

628-Car Mats

Rubber car mats in sets of two, contour-molded to fit front floor areas of all cars, one on each side, have been introduced by Monkey Grip Sales Co., P. O. Box 6170, Dallas,

Mats for the driver's side have trim-out areas for accelerator pedal with heel-rest ribs for extra driving comfort. They are said to stay in place and to be easy to clean. Diamond-shaped cavities catch and hold water, snow and mud and the borders prevent drain-off.
Want more info? Use coupon on

page 140 and you will get it!

629—Contact Points

A line of matched ignition contact points that reportedly offer faster in-stallation, greater heat resistance and longer service life has been intro-duced by American Motor Products Co., Fond du Lac, Wis., under the trade name "Ampco."

These points are of the heavy-duty type with stainless steel springs and

are pre-assembled for quick, easy



installation even on hard-to-get-at distributors, according to the firm. Circulation of air through center of tungsten disc reduces heat at point of arc and establishes resistance against metal build-up or transfer, thereby reducing burning or pitting.

Want more info? Use coupon on page 140 and you will get it!



CORRECTS!

Frees hydraulic valve lifters Permits valve lifters to operate quietly Dissolves engine sludge and varnish Increases power and gas mileage





MAINTAINS!

- Keeps valves and lifters free Cools as it lubricates Protects engine parts
- Increases the life of your car

DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment - He'll show his appreciation in repeat business!

Order from your jobber, or write to Dept. 165

EMEROL MANUFACTURING CO., INC. 242 WEST 69TH STREET, NEW YORK 23, N. Y.





"We gross \$6,500 a year from customer steam cleaning service, and save around \$16,500 on approximately 3,000 major repair jobs a year with our Hypressure Jenny Steam Cleaner..."



MR. GEORGE W. MORRIS Service Manager Gateway Chevrolet Co. Daly City, California

Gateway is one of the Bay area's outstanding new car dealers. In their modern service shop they do an estimated 3,000 major repair jobs a year. By using Hypressure Jenny to clean before repairs, and for parts cleaning, this progressive company saves an average of one hour on each job. At \$5.50 an hour this amounts to an amazing saving of \$16,500 a year in shop overhead

Since steam cleaning for customers is not their principal

business, Mr. Morris states that Gateway does not advertise the service, but provides it only at the customer's request. Nevertheless, approximately 120 customer jobs a month are performed, averaging \$4.50 each which gross Gateway \$6,480 a year in additional unsolicited revenue.

However you use it-as a shop tool or to provide a much needed customer service, Hypressure Jenny Steam Cleaner will produce more profit per square foot of floor space than any other piece of automotive equipment you'll ever own.

The coupon below will bring you full particulars. Why not mail it today! You'll be glad you did.

HYPRESSURE

STEAM CLEANER

coupon TODAY Mail this

Without obligation send me full particulars on:

Hypressure JENNY,

Jobber time-payment plan.

Address

HOMESTEAD VALVE MANUFACTURING

COMPAN'

CORAOPOLIS, PA.

SOUTHERN AUTOMOTIVE JOURNAL for May, 1956

Want more facts? Use Reader Service Card Page 140

153

Ford's Glass Plant at Nashville Will Produce Nine Acres a Day

F ORD Motor Co.'s Nashville, Tenn., glass plant will be a whopper.

That was made clear by S. W. Ostrander, vice - president and group executive of Ford, in an address last month before the Nashville Chamber of Commerce.

The plant, to be in operation by

the end of the year, will contain about 1,000,000 square feet of floor space. Two glass melting furnaces will be operated. The plant, which will employ about 2,500 people, will be "the most modern we know how to build" and it will be "as completely automated as it is now possible," Ostrander said.

"From one glass furnace we expect to draw about 275 tons of glass a day. That will make almost six acres of glass. The other furnace will yield about 120 tons a day, or something more than three acres of glass. After the glass comes from the furnace, it will be ground and polished on a line 1,900' long."

Ostrander pointed out that the average car requires about 56 square feet of glass and that glass used in Ford automotive production last year would form a strip one foot wide reaching around the world with a 2,800-mile strip left over.

The new plant, he added, is a part of the company's postwar expansion, modernization and tooling program which will cost more than \$3,800,000,000 by the time approved projects are completed. The company will have added 67 manufacturing and assembly plants and other buildings to its physical assets and an estimated 95% of all facilities are either new or have been modernized since 1946, he said.

The basis for optimism in the automotive industry, Ostrander stressed, is "firmly rooted in the word 'more'—more people, more families, more money to spend, more willingness to spend it, more wants and needs, more public construction of every kind, including schools, roads, hospitals, libraries and parks."

"The evidence we have indicates that a decade of solid prosperity lies ahead of us," he said.

Additives "Add Up"

(Continued from page 81)

the time.

"This product will definitely increase engine life if used right."

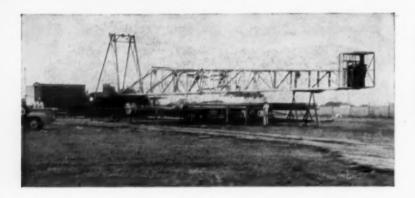
R. B. "Bob" Conkling operates a Fort Worth service station under the name of Bob Conkling Tire Co. and has handled additives for six years.

"I look at it this way," he said.
"If I sell ten gallons of gas, with
the service I give there is no
profit, but if I can put in a can
of additive there's at least 45 cents
of profit I can count on definitely.
Besides, the tune-up gives us a
chance to get out the plugs and
maybe sell several plugs or a
whole set.

"This is a product you have to push. However, eight out of every ten who once use the product drive back in and ask for it by name. When they drive in and ask for it, that's the gravy."







NEW LOW PRICED



PISTON KNURLER

MODEL
KN-1

Assures controlled piston expansion



Now, a precision piston knurler that is easy to use—and priced so low that every shop can afford one. Micrometer setting makes it easy to knurl pistons to the desired expansion. A low priced Lisle quality tool that will pay for itself in a hurry!

it's a good tool...it's a

LISLE CORPORATION
Box 1028 Clarinda, Iowa



The newest highly productive oil well in Houston, Texas, is located on the car lot owned by Julius Rosenstock, a De Soto dealer. His new deep well is near the Shamrock Hotel and only a quarter of a mile from the shallow well drilled recently by oilman Glenn McCarthy. Rosenstock's new- and used-car business still flourishes amid the oil rigs now blossoming in the area.

De Soto Increases by Year 12-Volt Battery Warranty

A 36-MONTH insured warranty is now provided on all 12-volt batteries sold by De Soto as original equipment, according to Roy Utley, director of the service division.

The plan, retroactive to date of purchase of all 1956 De Sotos, gives consumers an additional 12 months' protection. It was made possible through plate changes, greater uniformity of plate porousness, extended-life separators and the lowering of the batteries' specific gravity to 1.260 from 1.280.

THEY GET ATTENDANCE!

How to get a big attendance is a problem for all association officials, but a step taken at Chattanooga certainly has proven to be up the right road.

Luther Turner, president of the garage owners' association in that city, told the first annual convention of the Independent Garage Owners of America about it at Wichita, Kan., last month:

Every man present contributes 25 cents to a cash "kitty," and sometimes there are other prizes donated at the same meeting. Names of every member—more than 70—are in capsules. The name in the lucky capsule is drawn, and should that man be absent, a blank check in the amount the man would have received is mailed to the individual's wife!

It seems that wives have then turned around and complained to their husbands for not being at the meetings.

"It really works for us," commented Turner.

Anti-Freeze Prices Hold

There will be no price change for Du Pont's "Zerone" and "Zerex" anti-freezes during the 1956-57 season, it has been announced by T. A. Parriott, sales manager.





me up... and I'll put my rear en-

New low-cost MOOG PH PASSENGER HELPER SPRINGS for late-model autos and station wagons. Add approx. 1200 lbs. extra capacity, improve rear end stability, and restore correct height to sagging rear springs. Every new car and station wagon owner a prospect. See your Moog Jobber for Special Chevrolet, Ford, Plymouth Assortment. Moog Industries, Inc., St. Louis 14, Mo.



GHQ for the line of Chassis and Suspension



AVAILABLE NOW for '49-'56 Chevrolet, Ford, Plymouth, Dodge, DeSoto; '51-'56 Pontiac; '52-'56 Mercury; '54-'56 Oldsmobile.

Protect yourself-and your customers

always replace - NEVER RE-USE



NEW INSTALLATION TOOL KIT

This new installation tool kit, available to all service outlets, saves profitable minutes on every front wheel job. It assures proper installation...cuts time rates... also valuable for gauging wear... an important help in selling new oil seals! Kit includes rawhide mallet and necessary converters.

Ask your supplier, or write us for details.





CHICAGO RAWHIDE



MANUFACTURING COMPANY

REPLACEMENT DIVISION Elgin, Illinois

IN CANADA: Super Oil Seal Manufacturing Co., Ltd. Hamilton, Ontario EXPORT SALES: Geon International Corporation Great Neck, New York

World's Largest Manufacturer of Oil Seals for original equipment...now offers the most complete replacement line!

CHICAGO RAWHIDE

Adjusting Lamp Control

(Continued from page 89)

within the "dim" sensitivity adjustment line on the meter scale. If not, repeat steps g through k.

Hold Sensitivity Test and Adjustment

The "hold" sensitivity adjustment is made by adjusting the potentiometer on the bottom (outside) of the amplifier unit. This adjustment is not made until the preceding "dim sensitivity" is corrected, and "hold" sensitivity adjustment is then checked to see if the meter pointer falls within the "hold" sensitivity bar.

To check the "hold" sensitivity adjustment after "dim" sensitivity

has been corrected:
a. snap meter switch to "dim"

position.
b. Turn meter control knob clockwise to obtain lower beam.

c. Snap switch to "hold" posi-

d. Turn meter control knob counterclockwise carefully and slowly just to point where headlamps switch to upper beam. The meter pointer should fall within the "hold" sensitivity adjustment bar on meter scale. (Be sure to use correct "hold" scale for clear or tinted windshield.) If it did not, make amplifier adjustment as follows:

a. Turn off headlamps.

Remove amplifier mounting screws.

c. Turn amplifier over and attach a jumper wire between case of amplifier and ground on car.

d. Turn "hold" control on bottom of amplifier unit clockwise to end of adjustment (Fig. 7).

 Turn on headlamps and wait four minutes for amplifier to stabilize.

f. Snap meter switch to "dim" position and rotate meter control knob clockwise to switch head-lamps to lower beam; then snap meter switch to "hold."

g. Adjust meter control knob until pointer is in center of the "hold" sensitivity bar on meter scale (matching type of wind-

h. Turn "hold" control on amplifier counterclockwise slowly just to the point where the headlamps switch to the upper beam. If headlamps do not switch to upper beam when "hold" control is turned completely counter-clockwise, rotate meter control knob counter-clockwise until headlamps do switch to upper beam. If meter pointer is within "hold" sensitivity adjustment bar, the amplifier

is within tolerance.

i. Again check "hold" sensitivity adjustment by snapping meter switch to "dim" position and rotating meter control knob clockwise to switch headlamps to lower beam.

j. Snap switch to "hold" position.
k. Turn meter control knob
counterclockwise carefully to
point where headlamps switch to
upper beam. Meter pointer should
fall within the "hold" sensitivity
bar on scale, if adjustment was
made correctly.

 Turn off headlamps, reinstall amplifier and replace lens after removing aiming device or cover. (Be sure amber filter is in position.) Replace cover and screws. Turn off meter.

Anybody can do it if they know how, and have the tester. Don't be like the hard-headed mechanics who never tried to adjust the first automatic chokes—just tried to replace them with hand controls until the manufacturers made them too fast for them and the customers became upset.



SEE US AT SOUTHWEST AUTOMOTIVE SHOW BOOTHS 508-509



UNBELIEVABLE!

the new DU MONT TV-Type

EnginScope*



This is the new test instrument everyone is talking about . . . The engine analyzer that pinpoints engine faults in seconds . . . Exclusive Du Mont TV-Type picture presentation makes the **EnginScope*** the easiest in the field to use.

See the **EnginScope*** in actual operation on an operating ignition system at the SOUTHWEST Automotive Show.

The SOUTHWEST Automotive Show is in Sam Houston Coliseum, Houston, Texas, on May 10, 11, 12 and 13. The EnginScope* is in Booth No. 458. The SOUTHEAST Automotive Booth Conference is in Asheville, North Carolina, on May 24 and 25. Booth No. 99 is where you'll find the **EnginScope*** people.

*Trade Mark

DU MONT

ALLEN B. DU MONT LABORATORIES, INC., 760 Bloomfield Ave., Clifton, N. J. Eight top Lincoln and Mercury salesmen who won "Inner Circle" or "Regional Circle" awards for outstanding performance in 1955 in the Washington District were presented checks, plaques and certificates at a recent dinner in Washington by D. A. Kuhn, assistant district sales manager. Winners were (l. to r.): Ira S. Brinkley, Hagerstown, Md.; Murdock D. MacRae, Lexington Park, Md.; Edgar Coleman, Benning Auto Sales, Washington: James Dixon, Walter H. Hick, Inc., Baltimore, Md.; Kuhn, Gene Petty, Paul H. Pusey, Inc., Richmond, Va.; William B. Rohrer and Lawrence P. Ambrose, Hagerstown, Md., and William Sherman Donavant, Martinsville, Va.

CIT's President Says Credit Is Vital Tool

A GREAT increase in domestic consumption and the use of consumer credit will be required for continued expansion of the American economy, which economic and political leaders freely admit is the nation's business, Arthur O. Dietz, president of C.I.T. Financial Corp., said recently.

Contrasting the place of consumer credit in the U.S. with its role in Great Britain and Soviet Russia, Dietz said installment buying has made the American economy a truly democratic one and has "enabled us to live in comfort cleanliness, ease and safety beyond the dreams of even the aristocracy of past generations."

He said that American ingenuity and industry have demonstrated that it is possible to provide almost the entire population with the valuable durable goods—automobiles, refrigerators, television sets, etc.—that make life more comfortable and more enjoyable.

Dodge Promotes Two To East and West

A PPOINTMENTS of W. Heartsill Wilson as western new-car sales manager and Louis T. Hagopian as eastern new-car sales manager for Dodge have been announced by Jack W. Minor, general sales manager for Dodge.

Wilson joined Dodge in Dallas, Texas, in 1953, as assistant regional manager. For the last two years he has worked on the staff of the general sales manager in Detroit as national sales consultant. Hagopian was formerly merchandising and sales promotion manager in Detroit.



the sun drives em in...

and you send 'em out

You send them out COOL and PROTECTED

from the glaring sun with

AUTO-GLAR-EZ

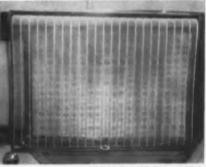
Aluminum Rollaway Screens

They give you that extra profit and with little effort on your part.

Made of Kaiser Aluminum Screening, they are installed with amazing ease-simply clip them on the door with handy clips. Rubber bumpers insure against damaging the finish. Customers will quickly approve the simplicity of operation. The lock-down clip also serves as handle and the shade can be easily rolled up out of the way.

CHECK THESE FEATURES:

- I. LOCK-DOWN CLIP IS ALSO HANDLE
- 2. FITS ALL CONVERTIBLES AND HARDTOPS WITH METAL TRIM ABOVE DOOR
- 3. RUBBER BUMPERS PROTECT FINISH
- 4. KAISER ALUMINUM SCREENING



2-DOOR & HARD TOP MODELS



4-DOOR MODEL

CAR RADIATORS NEED VENTILATION TOO!

And with Vent-Bug-Screens, radiators maintain constant ventilation

- PREVENTS ENGINE OVERHEATING FROM BUG CHOKED RADIATOR
- PROTECTS RADIATOR FROM ROAD GRAVEL
- ALLOWS AIR TO CIRCULATE THROUGH RA-DIATOR COILS EVEN AFTER SCREEN HAS BE-COME CLOGGED WITH BUGS
- VENTILATES IT!



See us at Booth 159—SOUTHWEST AUTOMOTIVE SHOW

Mfg. by

AUTO-GLAR-EZ SHADES

P. D. BOX 38 . 310 E. MAIN ST.,

LAMESA, TEXAS



Arkansas Tribunal Kills Dealer Licensing Law

THE Arkansas automobile dealer licensing law has been declared unconstitutional by the state's supreme court.

By a 4-2 vote, the court held that the law was class legislation, in violation of both state and federal constitutions, because it levied a tax on new-car dealers but not on used-car dealers.

The 1955 act's declared intent was to protect dealers and pur-

chasers from having to buy unwanted accessories on new cars. It would also have prevented the manufacturer from sending a dealer cars that he didn't order. A seven-man commission had been set up to administer the act. License fees ranging from \$5 for salesmen to \$100 for manufacturers were levied on those doing business in Arkansas.

Failure to apply the same fees to used-car dealers "is clearly . . . an arbitrary classification and in conflict" with the state constitution,



Ivan L. Wiles, recently appointed executive vice-president in charge of dealer relations for General Motors, will address the 17th annual convention of the South Carolina Automobile Dealers Association May 26-28 at the Ocean Forest Hotel, Myrtle Beach.

the majority opinion said. The opinion also said that all of the material provisions of the act are unconstitutional.

In the minority opinion, Associate Justice Paul Ward said, "The act is designed to prevent an automobile manufacturing company from forcing a local dealer in this state to accept and pay for more automobiles than the dealer orders, or can dispose of at the price at which he is required to sell them.

"It is very plain not only from the act but from common knowledge that this situation . . . could exist only between a manufacturer and its authorized dealers."

Several other southern and southwestern states have similar or somewhat similar legislation, including the new Kentucky statute.

Ochs Retires As Eaton Chairman

Retirement of Clarence I. Ochs as chairman of the board of Eaton Mfg. Co., Cleveland, Ohio, and election of Howard J. McGinn to succeed him have been announced. Ochs was immediately elected chairman of the executive committee and will continue as a director of the company.

Solvents Picks Braden

Dan S. Braden will be in charge of the newly established south-eastern sales office of Commercial Solvents Corp. at 344 Williams St., N. W., Atlanta, Ga. The office will handle automotive, industrial chemical and agricultural sales.



Be sure to see as at: the Houston SOUTHWEST SHOW, BOOTHS 373-74-75 and the Asheville SOUTHEAST SHOW, BOOTH 82.



ROLLING!



KESTER ACID-CORE SOLDER helps keep the jobs rolling in fine shape by reducing soldering costs while increasing speed and efficiency.

And those are the main reasons why Kester's the

preferred solder from coast to coast . . . and why it's been so for so many years.

Don't forget the other Kester products-Radiator Flux Core Solder . . . Plastic Rosin and "Resin-Five" Core Solder for car radio, ignition and other electrical service; also Solid Wire and Bar Solder - Soldering Salts.

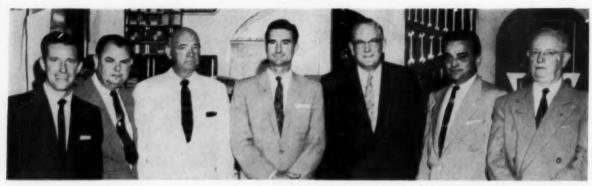
SEE US AT THE SOUTHWEST AUTOMOTIVE SHOW-Booth 74 and 75

COMPANY 4236 Wrightwood Avenue, Chicago 39, Illinois; Newark 5, N. J.; Brantford, Canada

SOUTHERN AUTOMOTIVE JOURNAL for May, 1956

Want more facts? Use Reader Service Card Page 140

163



HOW to Win a Muffler Argument

"why change...
my old muffler's good
enough for me."

Well, why not point out the advantages of changing to Porters next time you're confronted by that "ostrich" answer. Tell your customers how softer-toned

Porters . . . give greater power, better mileage, more economy, reduce backpressure to provide smoother running engines.

Porter Dealers say their sale of Porter Quality Exhaust products is one of the most profitable in the entire field of automotive products. They earn a substantial profit margin on each sale. And they benefit by the peerless integrity and the nationwide reputation of the name that is "First in Mufflers." There's good profit in selling Porters . . . Write today for details of the Porter Profit-Making Sales Plan.

PORTER MUFFLER MANUFACTURING CO., Inc. 11820 West Olympic Blvd., Los Angeles 64, California



These men were among the officials attending the recent meeting of The Society of Fleet Supervisors of Greater Miami (Fla.) (l. to r.): Walter Coates, Electric Sales & Service Co.: William York, vice-president and general manager of that firm; Dave R. Thurman, president of the company; Dick Meadors, United Motors Service Division of General Motors; J. H. Bolles, director of sales and engineering, Delco-Remy Division of GM; John Phillips, Jr., president of the fleet supervisors, and Larry M. Duncan, Sr., vice-president of the supervisors association.

Miami Fleet Men Hear Bolles of Delco-Remy

THE future electrical progress in the automotive field was discussed by J. H. Bolles, chief engineer and director of sales of the Delco-Remy Division of General Motors, at the recent meeting of The Society of Fleet Supervisors of Greater Miami (Fla.).

The session was held at the headquarters of Electric Sales & Service Co., which served a dinner.

Reported L. M. Duncan, Sr., vice-president of the association:

"At the present time we have 90 members in our organization, who are responsible for the operation of some 10,000 motor trucks in the Greater Miami area. We also have about 25 associate members—dealers and salesmen in the automotive business.

"Our organization was formed in 1947 and has been of great value to the members as a clearing house for the exchange of information and for the discussion of our operative problems."

Colin Segars Dies in S. C.

Colin R. Segars, 62, died at his home in Hartsville, S. C., last month after an extended illness. He was president of Segars Motor Co. and Segars Chevrolet-Cadillac Co.

The headlamps that aim to please

G-E All-Weather
HEADLAMPS

with Aim-right Gizmoes

Features to help you sell pairs:

Aim-right Gizmoes are glass pads molded into G-E Collection Headlamp lenses. They help aim the headlamp in aiming machines quickly, easily, accurately—in limited space... even in bright daylight! G-E Aim-right Gizmoes are smooth. They hug the lens surface and aren't vulnerable to breaking, chipping or cracking. (See aiming machine mfr's. instructions).

2 G-E All-Whathe Headlamps with Aim-right Gizmoes can be aimed on any aiming machine.

The revolutionary new G-E lower beam filament shield improves driving safety during rain, snow, fog or sleet—cuts off uncontrolled upward light which ordinary headlamps reflect back into motorists' eves.

To provide maximum light for seeing hills, curves and dips in <u>clear</u> weather, the <u>upper beam</u> is purposely left unshielded.

5 Passing is easier and safer, too. The redesigned lens-reflector combination directs light from lower beam up to 80 feet further along the right side of the road.

6 Preformed lead-in wires eliminate natural "spring action" and keep filaments from being pulled out of focus.

GET THE MOST OUT OF YOUR AIMING MACHINE

1 First, sell customers on the new safer seeing advantages of new G-E AND Headlamps; then explain how proper aiming assures maximum benefits that General Electric builds into them. You make profits on the pair of new lamps and the aiming job, too!

2 Headlamps should be checked for aim every six months; road shock and vibration can cause them to get out of aim. So tell customers why they should return in a few months to have headlamps checked ... and set up another profit for yourself.

3 Many states and cities require periodic safety inspections including headlamp aiming. An aiming device helps you cash in on this substantial business. Miniature Lamp Dept., General Electric Co., Nela Park, Cleveland 12, Ohio.

ORDER A SUPPLY OF GENERAL ELECTRIC

All-Weather HEADLAMPS TODAY!

DISPLAY THEM IN A GOOD SPOT!

SELL THEM IN PAIRS FOR TWICE THE PROFITS!

Progress Is Our Most Important Product

GENERAL (ELECTRIC



TIME SAVERS

To Install Brake Lining Use Masking Tape

When installing a brake lining, a saving of time and labor is evident with the use of masking tape to secure the rivets through the brake lining and shoe, especially where the brake rivet machine is used.

To do this place all rivets through the brake lining and shoe, then lengthwise across the top of the lining, over the rivet holes, secure ½" to ¾" wide masking tape, depending on the size of the holes. This will prevent the rivets from falling out when the shoe is turned over for riveting.—M. M. Jennings, Post Office Box 3616, Greenville, South Carolina.

Making a Tool to Hold Generator Pulleys

A SIMPLE tool which will prevent generator pulleys from turning when the generator is assembled and you wish to change pulleys, can be made with an old



piece of fan belt and a hammer handle, as illustrated. — Charles V. McManus, 1800 E. Front Street, Tyler, Texas.

Making Quick Holder For Feeler Gauge

To MAKE a quick feeler gauge holder for the one-foot stock, use a discarded spindle body bolt bushing and slot about one-half of length with hacksaw and curl a small part of one end in slot.—C. Kernaghan, 2324 Harris, Independence, Missouri.

Replacing Float Gauge On Chevrolet Tank

On 1940-48 Chevrolets with float plate on top of gas tank, and no removable plate in trunk, when replacing gas tank float gauge use a 1/4" bit and drill a hole in the trunk floor directly over the



GOT A GOOD

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

gauge in the tank. Then with a 4" hole saw out a hole large enough to remove the gauge and float unit

To cover the hole, cut a 6" square piece of discarded sheet metal and fasten it down with four sheet metal screws. This saves having to drain the gas or drop the tank down and have the gas sitting nearby while working on the unit. I consider this a safety operation as well as a time saver.—Jack Robinson, Service Manager, Roach Chevrolet Company, 223 W. Main. Anthony, Kansas.

Removing Brake Drum Which Is Stubborn

When brake retracting spring breaks wheel cylinder or emergency brake cables stick, it is difficult to remove the brake drum. We have found a way which almost always succeeds.

Drill two 1/4" holes one-half inch from outer edge of brake support plate and insert a small punch. Pry drum outward and tap brake shoes inward alternately with punch and hammer.—Alfred Hudson, c/o Broyles Garage and Service Station, Alma, Arkansas.

Removing and Replacing Pontiac's Cylinder

I HAVE an easy way of removing Pontiac master cylinders for repair. Here is the way I do it:

With lines disconnected, mounting bolts removed and lock nut loosened, unscrew the push rod out of the clevis. The master cylinder may then be removed, and it may be replaced by reversing the operation.

It is sometimes quicker to remove the master cylinder in this way than to remove the cotterpin from the clevis pin.—Carl L. Jones, 432 Cherry Street, Henderson, Kentucky.

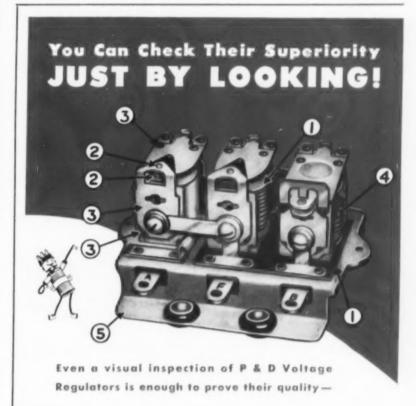
Replacing Ford Starter With S.A.E. Nut

THE starters on Ford V-8's are secured by three studs and it is almost impossible to reach the top stud to remove it. Considerable time is usually spent in doing this.

To replace starter, use a stud with standard thread in block and S.A.E. thread outside. It will help guide starter in place and it is much easier to put on S.A.E. nut than to start previous cap screw. — Arthur E. Peterson, Gulf Refining Company, Louisville, Kentucky.

Replacing the Bendix On '54-'56 Fords

When the new-type Bendix on Ford starters from 1954 on has been run out, it has to be spun 350 rpm (according to the Ford



- (1) Insulation Top grade phenolic plate
- (2) Contact—Alloy of special metals for maximum stability of operation and longest service
- (3) Temperature compensated, and constructed of finest materials available
- (4) Large size copper magnet wire in windings for long, dependable service
- (5) Factory set and sealed against dust, water and trouble

P & D Regulators are typical of all P & D Products in their Precision and Dependability — the characteristics that have built our reputation, and will build yours.



Shop Manual) in order to get it back in. It is almost impossible to install the starter with the Bendix out without considerable time and trouble involved.

I have found a way to get the Bendix back in by putting it to an emery wheel with a wire brush wheel on one side. Spin the Bendix and it will fly in, throwing the gear part back. The starter may then be installed without any trouble. -David E. Stubbs, Mechanic, Stephenson Motor Company, Inc. (Ford), Gaffney, South Carolina.

Finding Loose Rubber In Tubeless Tires

Sometimes there are many small strips of rubber inside tubeless tires and this loose rubber is often heavy enough to cause much vibration at driving speed. It is easy to detect this condition if an on-the-car balancer is used.

First, find correct spot for weight and place weight in spot and remove balancing device. Then turn wheel to point where balancing weight is at bottom and bump tire

with palm of hand or hammer. This will cause any loose rubber to fall to the bottom with the balancing weight. Spin the wheel quickly before rubber spreads. When loose rubber is inside the tire, there will be much vibration because of rubber and weight being at the same point. We have found as much as six ounces of loose rubber in one tire.-P. C. Cain, Jordan Chevrolet Company, Kosciusko, Mississippi.

To Make a Dispenser For Paint Strainers

PAINT strainers are usually furnished the painter out of the container and consequently are thrown around, becoming dirty and unfit for use.

An ideal dispenser for paint strainers can be made with an ordinary paint pail by nailing it to the wall up side down. Keep the strainers in the pail pointing down and they will slip out one at a time like paper drinking cups from a dispenser.-Joe Briggs, Proprietor, Joe Briggs Body Shop, Newport, Tennessee

North Carolina Voids Free Insurance

NEW-CAR purchasers in North Carolina will not be able to benefit by the free accident insurance offered by American Motors and Studebaker-Packard, according to Chief Deputy Insurance Commissioner Charles W. Lewis.

North Carolina law specifically prohibits free insurance.

Wm. H. Bolte of GM Dies

William H. Bolte, 62, manager of the General Motors Assembly Plant at Doraville, Ga., died in an Atlanta hospital last month. Bolte. who had served GM in various executive and managerial positions, first joined the company in 1913 as an hourly-rate employee in the Chevrolet plant in Bloomfield, N. J. Richard J. Howlett, formerly production manager at the Atlanta plant, succeeded Bolte.

Federal-Mogul Names Flowers

William L. Flowers has been appointed export manager of Federal-Mogul Service, succeeding Fred E. Halloran, retired. Flowers, who has been with the company for 19 years, at one time was a salesman in the company's Dallas and Houston territories.



when you use J-M P.B. Brake Sets

...they're power built for power brakes!

With Johns-Manville P.B. Sets, you stop being plagued with customer complaints about short-lived brake lining. These rugged linings are specially designed to stand up under the demands of power brakes, higher horsepower, automatic transmissions. They give smooth, dependable straight-line stops . . . provide thousands of miles of additional service.

Made from a composition of select

grades of asbestos fibre and non-scoring metal particles, P.B. Sets are precisionmolded under high compression. The result is hard, dense lining of exceptional durability and performance. They are not sensitive to moisture conditions or temperature changes.

Your local Johns-Manville Distributor carries packaged P.B. Sets and P.B. Lined Brake Shoes. Ask him about this top quality lining or write to Johns-Manville, Box 60, New York 16, N. Y.



Packaged sets of lined brake shoes

Johns-Manville BRAKE LINING

QUPOND MALLOCOT

SELLING SLANTS



FROM DU PONT . MAKERS OF "ZERONE" AND "ZEREX" ANTI-FREEZI

RECORD HIGHWAY JAMS EXPECTED MEMORIAL DAY



... and here's what can happen to your customers' cars if winter-worn anti-freeze or a cooling system failure causes clogging or overheating. **SELLING SLANT:** Sell trouble-free holiday driving with a cooling system checkup. It will build business and customer good will for you.

Dealers Make Extra Sales With Anti-Freeze Drain-Out Drive

Du Pont's "drain-out" banner and postcards create sales

"Promoting spring drain-out of winter-worn anti-freeze gave me just the hook I needed to bring customers in for spring servicing. I put up the banner and mailed out the drain-out postcards I got from my Du Pont anti-freeze supplier, and, boy—what a response! I figure they've brought in around \$200 in extra business!"

"I never realized until this year, how much extra business a spring drain-out program could bring into my station. It was certainly worth the little time and trouble it took to send out the postcards and put up the drain-out banner. Believe me, I'm going to do this every year from now on!"

These two reports are typical of those coming in since the antifreeze drain-out drive got under way. Many dealers, like these two, reserved their 1956 supply of "Zerone" and "Zerex" and took advantage of Du Pont's drain-out banner and postcards. They are already noticing the added business at their stations. Have you reserved your Du Pont anti-freeze yet? Better hurry, before it's too late to make the most of these powerful selling tools. Ask your Du Pont anti-freeze supplier or write to Du Pont (address below).



 Here is the drain-out banner used so successfully by dealers everywhere. Fifty mailing-card replicas of this banner are also offered free when dealers reserve their '56 supply of "Zerone" and "Zerox."

DID YOU KNOW ...

That each pound of pressure exerted by the pressure cap on the cooling system raises the boiling point of the coolant 2½ degrees?

Since most of today's cars have 7-pound pressure caps on their radiators, there's a 17½-degree margin of safety (7 lbs, x 2½ degrees). This makes it even safer to use Du Pont's low-cost "Zerone" anti-freeze in all cars with properly operating pressurized cooling systems.

Daring tests offer convincing proof

A pressure cap is one reason why "Zerone" did not boil away in scorching tests at Daytona Beach or on the grueling run from Death Valley to the freezing summit of Pikes Peak when the "Zerone" test car was subjected to all kinds of weather, even temperatures well over 100 degrees. Keep this fact in mind, and it will help you sell more "Zerone" antifreeze this fall,

You can sell to both markets

And when you stock both types, "Zerone" and "Zerex," you can sell customers in both profitable anti-freeze markets—"Zerone" for those who want and can use a quality low-cost anti-freeze; "Zerex" for those who want and need a premium anti-freeze. Reserve your 1956 supply now for extra profits this fall.



SERVICE TIP from the Du Pont Cooling System Manual*

External leakage can usually be found by carefully inspecting the radiator, engine block and all connections.

Look for: rust streaks or spots left by coolant that evaporated.

Also check for faulty hose and clamps; leaking radiator; heater;
pump; drain cocks; gaskets and core hole plugs. Don't overlook
the possibility of a cracked pump or thermostat housing.

*Here in one 44-page book is everything you need to know about the automotive cooling system—how it works—how to trouble-shoot—how to make repairs and how to charge. For your copy of this big $111^{\prime\prime} \times 14^{\prime\prime}$) colorful manual, send \$1.95 to Du Pont at the address below.

WRITE TO:

"SELLING SLANTS"

E. I. DU PONT DE NEMOURS & CO.

"Zerone"-"Zerex" Section
Nemours 2420-C-4. Wilmington 98. Del



ZERONE and ZEREX

ANTI-FREEZE

BETTER THINGS FOR BETTER UVING ... THROUGH CHEMISTRY

Jobber News

(Continued from page 85)

W. Bell, Ed. H. Britton, W. E. Fike, Albert S. Goodgame, C. G. Jack-son, G. W. Klier, A. Lee Proctor, John Rogers and Frank J. Merryman, all of Atlanta, and B. W. "Larry" Hirsig of Jacksonville, Fla

Committee chairmen include Ned Holland of Greenville, S. C., chairman of the show committee: Al Goodgame of Atlanta, credentials; W. E. "Gene" Fike of Atlanta,

attendance sponsorship; William A. "Bill" Shope of Atlanta, Booster cooperating committee. Others on the latter committee are Arthur F. Page of Charlotte, Wm. C. Chaney, Jr., of Richmond, Va., M. I. "Mose" Hudson of Jacksonville, Fla., Tom B. Richards of Birmingham, Ala., and J. McEwen Cherry of Nashville, Tenn.

Piston Ring & Supply Co., La-Grange, Ga., recently reported that John Rogers motors have been added to its line.







Officials of the Southeast Show include (top to bottom): Harry F. Gee, Jr., of Atlanta, the veteran secretary: Frank J. Merryman of Atlanta, program committee chairman, and Max A. Hayes of Asheville, N. C., the past president who heads up the hotel committee. Other wholesalers on this committee are Harold Rea, Ted White, W. B. Jones and John Sronce.

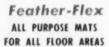
... in bright Car-Matching Colors TRIM-FIT TWIN **Complete Protection for** Front Seat Floor Areas · All New Rubber

- · "No Drain-Off" Borders
- Accelerator Heel Rest Ribs
- Deep Diamond Shaped Cavities

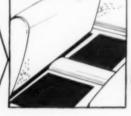


Packed in pairs in Bright Color Cartons. Easy to handle . . . attractive to display.

> See your Jobber or write for fully illustrated catalog.



All Purpose Mats are manufactured in two designs and eight beautiful colors.



· Easy to Clean (Just shake out)

· Fit All Car Front Areas



MONKEY GRIP SALES CO.

P. O. BOX 6170

DALLAS, TEXAS

Wood Named to Direct Sales for Clayton

PPOINTMENT of Walter Wood as A director of sales for Clayton's steam cleaner, dynamometer and chemical divisions, has been announced by J. A. Cortright, vicepresident - sales, Clayton Mfg. Co., El Monte, Calif.

Wood succeeded R. B. "Ray" Wilson as sales director for all three divisions.



Robert D. Black has been elected president and chairman of the board of The Black & Decker Mfg. Co. to succeed the late Alonzo G. Decker. Alonzo G. Decker. Alonzo G. Decker. Jr., has been elected executive vice-president. Black is the youngest brother of S. Duncan Black, who, with the senior Decker, founded the organization in 1910.

Florida Group Pushes Past 100 Members

THE Florida Automotive Wholesalers Association has announced acceptance of the following firms for membership, bringing its roster past the 100 mark:

Auto Parts & Machine Co., Inc., Tampa; Allied Parts Co., Inc., Orlando; Baker-Alford Co., Tallahassee; G & W Auto Supply, Inc., Panama City; Hall's Auto Parts, Ft. Lauderdale; Hines Auto Parts Co., Hollywood; Jacksonville Spring & Alignment Co., Jacksonville; Lakeland Battery & Auto Supply, Inc., Lakeland; Marianna Auto Parts & Supply Co., Marianna; Motor Parts & Supply Co., Inc., Jacksonville.

Patten Sales Co., Inc., Miami; Patten Sales Co. of Jacksonville, Inc., Jacksonville; Pensacola Electric Garage, Pensacola; Perry Auto Supply, Inc., Perry; Power Brake & Equipment Co., Tampa; Roquemore Motor Supply, Orlando; Southern Auto & Welders Supply, Tallahassee; St. Augustine Auto Parts, St. Augustine; Tampa Auto Parts, Inc., Tampa; Tyrrell's Auto Supply, Pensacola, and Wilson Auto Parts, Inc., Madison.

Choldun Names Southerners

Choldun Mfg. Corp. of New Haven, Conn., has established a separate chemical division which will be represented in the South by Crockett-Jordan Co., Dallas, Texas; Frank Libby, Kansas City, Mo.; J. R. Tate, Nashville, Tenn., and Ed Zinnell Associates, Atlanta, Ga.

Dana Names Tennessean To Southern Post

A PPOINTMENT of Keller M. Anderson as field representative of Dana Corp.'s Parts Division in the southern territory has been announced by Neil A. Moore, division general manager. He will replace Robert E. Pohl, who was transferred to Chicago.

Anderson is a native of Nashville, Tenn., and for the past nine years had been employed by the J. B. Cook Auto Machine Co.

Spray Co. Appoints Two

Spray Starting Fluid Co., Camden, N. J., has appointed W. L. Morris of Atlanta, Ga., representative for South Carolina, Georgia and Florida and John Cain of Charlotte, N. C., representative in North Carolina and Virginia.

"We have taken on the Gabriel line of shocks, thermostats, etc., and also the complete AC line," reported Al Jones. Sr., senior partner of Al Jones & Co., Tampa, Fla.



Leon Montgomery Moves To Black & Co.

O. LEON Montgomery, formerly a vice-president and general manager of R. T. Clapp Co., Knoxville, Tenn., last month joined Black & Co., Knoxville.

He started with the Clapp firm 31 years ago and reported "I have enjoyed very much all the fellows I have worked with over all these years and will look forward to that continuing from here on in a new company."

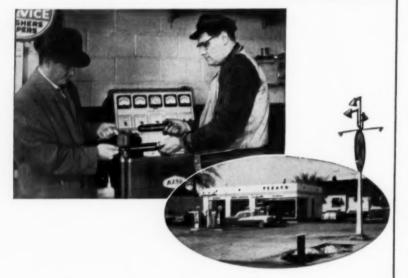
Roy E. Davis Enters Chemical Business

Roy E. Davis of Atlanta, Ga., formerly with Toledo Steel Products Co., for 15 years, announced last month the formation of a company which will manufacture and distribute an automotive chemical in the Southeast.

A. H. Frey is president of Standard Distributing Co., 220 Luckie Street, N.W., Atlanta; Davis is vice-president and general manager; his brother, Troy A. Davis,



Dom Monge, formerly director of industrial relations of Airtex Products, Inc., Fairfield, Ill., has been promoted to general manager. He will work in the capacity of assistant to the president.



Pushing Safety Sells Briggs

Shock Absorbers for Al Bonoma

"I never miss a chance to talk shocks and always push the safety angle. I've traced many cases of hard steering, noise, rattle to bad shocks," says Al Bonoma, Texaco Dealer in Cleveland. "For example, just lately a customer complained he'd had his wheels aligned three times, but the car still steered hard. So I made a deal. Offered to put in a new set of shocks... at no charge unless it cured his steering problem. It did. I got paid and got myself another very loyal customer.

"I use the 'pull test' a lot to educate car owners to the importance of shocks; 9 times out of 10, it sells them."

You, too, can make bigger profits selling Briggs Hydro-Muscle® Shock Absorbers. Ask your jobber to show you the complete Briggs merchandising program.

is sales manager and J. E. Woods is production and operations man-

The company will manufacture under license from Grace Products, Havertown, Pa., "5 in 1" cooling system conditioner and will distribute in Tennessee, the Carolinas, Kentucky, Georgia, Florida, Alabama and Mississippi.

Wagner Electric Names Wilson

The Automotive Division of Wagner Electric Corp. has appointed F. G. Wilson sales manager, Automotive Parts Division. He will be responsible for the operations of Wagner's 23 automotive branch offices and warehouses situated in principal cities throughout the country.

Griffin Lamp Names Davidson

George Davidson, manufacturers' representative of Marietta, Ga., has been appointed representative of The Griffin Lamp Co. for the southeastern states of Georgia. Florida, Alabama, Tennessee and Mississippi, President H. F. Griffin announced.

"We have added a car refrigeration department for installing air conditioners, also Climatic air conditioners," Fred Jupe, general manager of Jupe Motor Supply, Amarillo, Texas, reported.

"Shelton Almony is our new salesman," John C. Schneider, sales manager of Parks & Hull Automotive Corp., Baltimore, Md., announced.



HYDRO-MUSCLE®

for the ride of your life-for the life of your car

Briggs Shock Absorber Company • 1148 Euclid Avenue • Cleveland 15, Ohio

Rust Master Pict-O-Poem



When customers drive in with steaming radiators . . .



There's no need to drain and flush to clean out rust and scale and to improve water circulation...



RUST MASTER - LEAK MASTER - SLUDG-MASTER - CARB MASTER - PARTS MASTER















Roland J. Thomas, formerly stationed at Memphis, Tenn., has been transferred by The Electric Auto-Lite Co. to manage its Cleveland, Ohio, district.



Walter S. White Auto Parts, Inc., Birmingham, Ala., has recently hired George White as counterman and Charles Bradford in sales, George P. Rogers, vice-president, announced. White had previously been employed by the company.



"I knew there was something else I had to fix!"

Lake Auto Radiator Moves

Lake Auto Radiator Mfg. Co. has moved to its new plant at 5200 W. 130th St., Cleveland, Ohio, which has 25,000 square feet of space, an increase of more than 50%. Lake formerly maintained its main plant and offices at 5005 Euclid Ave. in Cleveland.



Complete... WHEEL AND HUB STRAIGHTENING SERVICE

for bigger PROFIT

. . . an average of one out of every four wheels need straightening.

Many wheel straighteners on the market today, correct wobble only. Bee Line offers complete wheel and hub service, with precision ease of operation, extra power and reliability. No extra tool boards needed. Handles new and old style wheels. Universal type hub is self centering, revolves on a preloaded, retractable ball bearing race, with quick change center shaft for wheels or hubs.



The Universal Hub

WRITE FOR LITERATURE NOW



Insure your REPUTATIONIncrease your PROFIT



Know what you buy...Buy what you know

Don't gamble with your customers' confidence. Don't risk "comebacks." Insure your reputation and increase your profit to the highest level by selling generators that you can stand behind with confidence and pride.



THE VMC SYSTEM

FACTORY METHOD RECONDITIONING
LOCAL SERVICE . NATION-WIDE

BUY

FROM

YOUR

JOBBER

STATION D

ATLANTA . GEORGIA

Voss-Hutton-Barbee Opens Seventh Branch Store

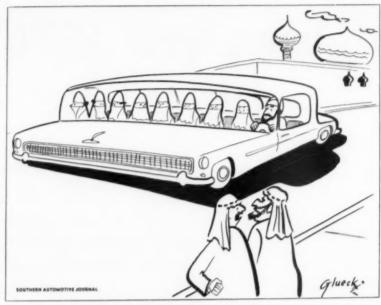
Woss-Hutton-Barbee Co., Little Rock, Ark., has announced the opening of a new branch, its seventh, in North Little Rock. Elmo Harness is manager.

The Newport branch of the company has moved to a larger building affording better parking facilities. A new salesman, Leon Sneed, has been hired for the Little Rock sales force.

Pit-Bar Names Southerners

The Pit-Bar Mfg. Co., manufacturer of lambs wool, synthetic and chamois products, has appointed as representatives Shipp & Payne, Dallas, Texas; Martin Kidder, Ft. Lauderdale, Fla., and Ebert Co., Kansas City, Mo.

"Barnie Hatton of Hazlehurst, Ga., has joined our sales force. He will be on the counter, with two days in the territory eventually," Al Jones, Sr., senior partner of Al Jones & Co., Tampa, Fla., announced.



"All Abdul's wives wanted to ride in the front seat."

Strausz Warehouses Ahlberg

Strausz, Inc., Atlanta, announced last month it is now the warehouse for the sale and distribution of Ahlberg Bearing Co.'s bearings for the Southeast, C. Y. Strausz said the firm would continue to warehouse and distribute Hoover and Nice bearings.





Michigan Hi Therm engine bearings for profit E.B DETROIT ALUMINUM & BRASS engine e.b bearings engine engine engine ngine engine engine engine ENGINE BEARINGS

In your sale of engine bearings for replacement, there's only one key to profit—MICHIGAN HI THERM. Make us prove it.

DETROIT ALUMINUM & BRASS CORPORATION

DETROIT 11, MICHIGAN

MANUFACTURERS OF ENGINE BEARINGS FOR ORIGINAL EQUIPMENT SINCE 1925

UMS Council Holds Detroit Meeting

PROMINENT southern wholesalers were among the officials attending the first meeting of the 1956 United Motors Service Distributors Council at Detroit recently.

They included C. M. Scates of Ozburn, Crow & Yantis, Memphis, Tenn., John Reynolds of Straus-Frank, Houston, Texas, James C. Parker of Sharp Automotive Supply, Chattanooga, Tenn., Gordon E. Johnson of Auto Spring & Bearing, Roanoke, Va., Basil E. Ryan of Car Parts Depot, El Paso, Texas, and Wallace D. Craig of Craig Motor Service, Fairmont, W. Va.

Roland S. Withers, UMS general manager, said the meeting was a "tremendous success."

During the two days the members toured the Detroit Transmission Division of General Motors at Willow Run.

Council members are selected from all sections of the country and represent all sizes.



John Daniell has been promoted from sales director to a vice-president of Pullman Vacuum Cleaner Corp. He is a former manufacturers' agent traveling the Southeast out of Atlanta. Pullman also announced the election of Stanley Berns as chairman of the board.

AAC Names Kirkpatrick To Direct Literature

A UTOMOTIVE Advertisers Council has named Walter A. Kirkpatrick, manager of advertising and sales promotion, Wilkening Mfg. Co., chairman of its catalog and literature committee, according to S. R. Robinson, AAC president and advertising manager of Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa.

Kirkpatrick succeeded Carl D. McWade, advertising manager, Skil Corp. Other members of the committee are Harold F. Cook. director of advertising and market research, Tung-Sol Electric, Inc., Newark, N. J.; D. F. Cunningham, assistant sales manager, Raybestos-Manhattan, Inc., Bridgeport, Conn., and Stuart G. Phillips, assistant vice-president, Dole Valve Co., Chicago.

Stroman Dies in Oklahoma

E. J. Stroman, Sr., founder of The Stroman Motors Supply in Ardmore, Okla., and a pioneer automotive wholesaler in the Southwest, died recently. The business will continue under direction of E. J. Stroman, Jr.

Katz Adds Factories

Warren Katz Associates, Atlanta, Ga., has been appointed southeastern representative for Northeast Tool & Die Co. and Petersen Mfg. Co. of Kansas City, Mo., the S. E. Hyman Co., Krylon Corp. of Philadelphia and the Alloy Mfg. Co.



Represented in the Southeast by: Max Yaras, 6 Treasure Drive, Tampa, Fla.

In the Southwest: Sam Giller Sales Co., 2614 Main Street, Dallas, Texas
In Virginia, Maryland and Delaware: Merv Neal, 706 Gorsuch Avenue, Baltimore, Md.
In West Va. and Kentucky: Frank Dwyer & Associates, 1943 Glann Avenue, Columbus, Ohio



Our 1st Rule...
BUY THE BEST
That's Why...we
BUY PORT-A-WALL®



— says Ivey Stewart, Jr. Pres. —
Stewart Supply, Inc., Charlotte, N. C.
Port-A-Wall's sound merchandising policy
is based on Quality and Saleability —
two features we insist on in products we offer.
Result: — Every month we set a new
record in PORT-A-WALL sales.

The big reason: - Port-A-Wall is top quality

- Nationally advertised - Soundly merchandised - Fully protected.

Every day profit making dealers all over the country tell us at The Barnes Corporation

that Port-A-Wall is a merchandising natural. No wonder - Port-A-Wall is

the quick low cost way to convert any black wall tire to beautiful

white or color sidewalls in minutes with no cementing.

It will pay you to stock, feature and sell Port-A-Wall the only completely

merchandised tire sidewall member - Now in big demand!

U. S. patents 2,621,979 - 2,696,409 - 2,737,422, Canadian patent pending.

THE BARNES CORPORATION . Wadsworth, Ohio

Student-Learners May Help You Offset \$1 an Hour Wage Minimum

THE Fair Labor Standards amendment of 1955 increased the minimum wage from 75¢ to \$1 per hour minimum, effective March 1, 1956.

The Wage-Hour Division of the Department of Labor, recognizing that some students might be denied the opportunity to enter industries covered by the act, have established certain rules whereby businesses amenable to the provisions of the wage-hour-law may employ

versity, and who is employed on a part-time basis, pursuant to a bona fide vocational training program. A "bona fide vocational training program" is one authorized and approved by a state board of vocational education and provides for part-time employment training which may be scheduled for a part

of the work day or work week (wage-hour regulations, part 520.)

Procedure for the employment of student-learners:

To employ student-learners at less than \$1 per hour, the employer must comply with the following:

1.—Contact the school coordinator of the cooperative school nearest your place of business. Any school superintendent can give you this information.

2.—The school coordinator will help the employer find the right personnel and also assist the em-



Nathan M. Roberts, executive secretary of the Automotive Wholesalers Association of Alabama, prepared the accompanying bulletin on the subject of "Employment of Student-Learners" after consultations with wagehour authorities. It is one of many exhaustive bulletins he has prepared to guide his members since he took office in 1948. His studies of the problems of wholesalers have led to his demand on many convention programs over the entire country.

student-learners at less than \$1 per hour.

The Wage-Hour Division will approve applications to employ student-learners at sub-minimum rates provided the program is approved by a recognized educational body and provides for part-time employment training under the supervision of a school official.

The program is for two types of students: D. E. students (distributive education, which includes selling, customer relations, etc.) and D. O. students (diversified occupational training in production, processing and office procedure.)

A "student-learner" is a student who is receiving instruction in an accredited school, college or uni-



World Bestos "Prescribed Friction" brake lining solves the tough brake problems encountered in servicing today's high horsepower cars. And it gives your customers better, safer brakes!

this is the story:

Today more than 60 million cars and trucks crowd our streets and highways. The average horsepower of 28 cars and models has increased 50% in the past 5 years. In some cases horsepower has nearly doubled. Yet during this same period the average braking area on the

same cars has increased only 10%!



Solid line shows average HP increase compared with average increase in braking area (dotted line). Source: Motor Age, July 55.

Better Brakes...a necessity—More power under the hood means fast "getaway" in traffic, faster passing speeds and higher sustained speeds on the highway. Therefore, brakes must be more powerful, more dependable and more durable than ever before . . . to keep high horsepower under control and stop it safely under all conditions.

The LINING is the answer—Because braking areas have not increased in proportion to horsepower and speed, brake lining must supply the greater stopping power required by modern cars. Obvi-

ously, this must be a superior lining by every standard of comparison.

Customers depend on YOU for Safe Brakes

—The average car owner takes good brakes for granted and depends on them to stop him safely in any emergency. When he has trouble or comes in for a reline he expects you, his "brake expert", to supply the right lining for his car... and for today's traffic conditions.

World Bestos "PF" Dry-Mix Lining proves its superiority...3 WAYS!

- Stopping Power: Top quality World Bestos "Prescribed Friction" Sets are made up from 7 different frictions, assuring dependable stopping power for modern high horsepower cars . . . whether power or standard brakes are used. "PF" stopping power must prove itself by giving 12 panic stops in rapid succession from 70 miles per hour!
- Fade Control: At high temperatures ordinary brake lining loses friction. It fades. World Bestos "Prescribed Friction" lining gives you stable friction to overcome this dangerous condition. "PF" must prove itself by fast recovery

plover to fill out the application for submission to the nearest regional office of the Wage-Hour Division, Department of Labor. Two copies of application form 520-1 must go to the regional office of the Wage-Hour Division; one copy for the school coordinator, one copy for the student and one copy to be retained by the employer.

3.-Establish a calendar of training, setting up the periods of time the student-learner will spend on each phase of his training. Show

how the student-learner progresses from one job to another, and what the employee will be taught. The school coordinator must have your calendar of training in order to correlate the student's courses simultaneously with the work performed

4.-Applications are not retroactive, and should be sent to your regional director, Wage-Hour Division. Department of Labor, at least two weeks before the employment is to start.

Conditions governing issuance of

special student-learner certificates:

1.-No student-learners may be employed at less than 75¢ per hour.

2.-Alabama rules provide that the student-learner must be employed for a minimum of 15 hours per week, and under no circumstances over 40 hours per week. Generally, co-op students can go to school four hours per day, which would permit them to be employed four hours per day.

3.-No student-learner may be employed under age 16, and if the work contemplated is of a nature which the Wage-Hour Division has defined as hazardous, the studentlearner must be over age 18. (The Wage-Hour Division has defined work in automotive machine shops, elevator operators and truck drivers as hazardous occupations.)

4.-- Under no circumstances can the student-learner work more than eight hours in any one day.

5.-The student-learner can be male or female.

6.—The student-learner must be under the supervision of a bona fide vocational training program.

7.—The occupation for which the student-learner is receiving preparatory training must require a sufficient degree of skill to necessitate a substantial learning period.

8.—The training must not be for the sole purpose of acquiring manual dexterity and high-speed production.

9.—The number of studentlearners to be employed in one establishment must not be more than a small proportion of its working force.

10.-Applications must be made for each student-learner. If a student-learner leaves your employment, you cannot employ another without first submitting a new application for the new ap-

11.—The employer should obtain and keep on file an employment or age certificate.

12.-Wage-hour regulations provide that student-learner certificates may be issued for a period not to exceed the length of one school year, except in extraordinary circumstances. This would be approximately nine months, at most, and if the employment is authorized for a full 40 hours per week during the summer vacation period, the employment period during the school term would be shortened accordingly.

For example, if the certificate authorizes the student to begin his

takes more power to WHOA!

after brake temperatures have risen to 600° or 700° F.

• Long Wear: High friction lining wears rapidly and produces excessive brake temperatures. Therefore, the high frictions required for maximum stopping power cannot also supply adequate fade control and long wear. World Bestos "Prescribed Friction" lining, using seven different frictions, solves this problem by skillful formulation and by combining frictions. Thus, different (but carefully matched) frictions may be used in a single "Prescribed Friction" set to produce the most favorable combination of stopping power, low fade and long life.

"PF" Sets are Engineered for the Car Owner...and for the Brake Shop! A car owner gets brakes so dependable he can forget them when you give him World Bestos "PF". For this fine quality dry-mix lining is engineered for his car. He gets brakes that will stop safely every

time, without fade . . . throughout a long life of trouble-free service.

"PF" Sets make your job easier because they are engineered for perfect fit . . . and because their superior performance eliminates many of the difficulties and "comebacks" you may experience with the ordinary run of brake lining.

SO . . give yourself and your customers the many benefits of World Bestos "Prescribed Friction", the finest brake lining for modern, high horsepower cars. Prescribed Friction 4-piece, single



axle sets for all passenger cars; available for riveting or bonding, superior performance for standard or "power" brakes. Start now! Call your World Bestos distributor or mail this coupon for full information and prices!

Remember-STOPPING POWER IS THE SAFEST POWER A CAR CAN HAVE!

World Bestos NEW CAS	STLE, INDIANA
Please send full information and pr Brake Lining Sets for passenger ca	
Company Name	
Address	
Ciry	Stele
Your Name and Title	

employment training at the beginning of the summer vacation period, for 40 hours employment per week (which would be approximately twice the weekly hours during the time when school was in session) the certificate would authorize employment for the equivalent of the remainder of a regular school term, or until midterm. The school coordinator will compute the time accurately for you.

13.—Certificates will not be issued where compliance with the provisions of the wage-hour law is doubtful.

14.—Be sure to answer all the questions on the application (Form 520-1). The school coordinator will help you fill it out.

Nathan Roberts submitted several suggested "progress charts" for classifying various positions. This one was proposed for the studentlearner parts specialist. Job Starting Fraining Jos Classification Nate Period Description Enipping 6 \$.75 hour 3 mos. Learns to real Receiving

invoices and shipping instructions accurately. Learns use of bill-oflading, freight bills, to compute bus and parcel post rates. Learns to route truck drivers and fill talessen orders.

Stock Receiver .75 hour 3 mos. Learns grouping of stock, sequence and order. Learns "lines" of each manifecturer, Learns to take investory accurately.

Student-Learner
Parts Specialist .80 hour 6 mos. Assists parts
Specialist at
counter in every way
possible. Learne to
read catalog, compute discounts, extend invoices, write
up orders, answer
belephone and starts
training on filling
custumer orders or

Apprentice Parts

Specialist \$1.00 nour 12 mos. Answers telephone, receives and fills orders, quotes prices and discounts, makes invoices, learns fundamentals of selling.

Higher Sales, Earnings Reported by Fruehauf

SHARPLY higher sales and earnings for the three months ended March 31 were reported by Roy Fruehauf, president of Fruehauf Trailer Co.

Sales for the first 1956 quarter totaled \$75,428,220, an increase of 56% over the \$47,970,319 reported for the same period last year.

Net earnings after federal taxes were \$2,623,352, an increase of 54% over those for the first quarter of 1955, which were \$1,701,780 Sales of Hobbs Trailers Division, acquired in November, 1955, and the Strick Trailers Division, acquired in January, 1956, are included in the 1956 sales figure.

American Motors Finds Public Cost-Minded

The car-buying public is becoming increasingly cost-conscious, according to a survey just completed by American Motors Corp. The survey covered purchasers of 1956 Ramblers.

Roy Abernethy, vice-president in charge of distribution and marketing, said more than 81% of the replies cited economy of operation as a factor in deciding to purchase a Rambler and 25% mentioned low purchase price. Ease of handling was second with 43%, followed by performance, 37%; owned Rambler before, 33%; distinctive styling, 32%; riding comfort, 29%; and roominess, 24%.



182

Here's why Dealers say:

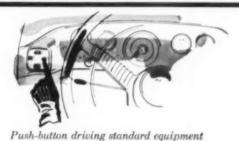
"255 hp De Soto most newsworthy car of '56"



320 hp Adventurer to Pace Pikes Peak Race
A natural choice to pace the gruelling P. kes Peak
hill climb this July, the new 320 horsepower
De Soto Adventurer is setting brand new standards for performance and "glamour" wherever
she makes an appearance. A new traffic builder
and a dramatic sales plus for De Soto dealers.



Chosen Official Pace Car—Indianapolis 500
There's only one Indianapolis Pace Car and De Soto's copped the honors. With an outstanding performance story to tell, you can't beat the "500" for promotional excitement. The same 255 hp V-8 that powers the Pace Car is standard on every '56 De Soto Fireflite.



The completely mechanical (no electronic service problems to ruin your day) push-button drive selector is standard equipment on every De Soto Fireflite. Talk about keeping prospects happy... you can bet closing comes faster with De Soto push-button driving easing your way.



Electronically clocked at 137 miles per hour You read it right fella, this particular De Soto was actually clocked at the sensational speed of 137.293 miles an hour. Howja like to spring that bit of info on your next performance-minded (and who isn't) prospect? You can (and already have) if you happen to be a De Soto dealer.

It pays to be a De Soto Dealer!

Southerners Speak on Power Panel Next Month at AERA Convention

Rising horsepower and profits will get an airing-out at the 34th annual convention of the Automotive Engine Rebuilders Association at Hotel Sherman, Chicago, June 3-6.

A panel discussion on "Keep Pace with Horsepower Race" will be moderated by Robert E. Phelps of Phelps-Roberts Corp., Washington, D. C., with these well-known jobbers: Leonard Connett of Piston Ring Service Co., New Orleans, La., George W. Yount of Eagle Machine Co., Indianapolis, Ind., and H. B. Eldridge of Universal Parts and Service, St. Louis, Mo. Prof. Thomas Staudt of Michi-



AERA President Messer

gan State University, East Lansing, Mich., will speak on "Your Business Must Make a Profit" and George D. Snook of The Motor Supply Co., Inc., Savannah, Ga., will be heard on "Simplified Methods of Obtaining Shop Costs."

An open forum discussion will be moderated by Morrill Palmer of Trackman Auto Supply Co., Joliet, Ill., with these panel members: Stanley Graham of Graham Machine Works, Baton Rouge, La., Arnold Goetze of Rich Mfg. Corp., Battle Creek, Mich., William Hedges of Hedges Auto Parts, Portsmouth, Ohio, Anthony Jankowsky of Motive Parts Co. of America, Inc., Chicago, Ill., Richard S. Love, The Love Co., Salt Lake City, Utah, and Robert Lynch of Ozburn-Abston & Co., Inc., Memphis, Tenn.

Other addresses will include:

"Overhead Valves and Related Problems"—L. H. Patterson of Universal Mfg. Co., Algona, Iowa.

"Warranty Problems and Answers"—J. Ray Riley of National Bushing and Parts Co., Minneapolis, Minn.

"Security of Shop and Store" by a representative of the Burns International Detective Agency, Inc.

"Bearings and Bearing Failures"
—Dick Guirlinger of Cooper Supply Co., Detroit, Mich.

"Automatic Transmissions Can Be Rebuilt by You and Your Customers" — Frank O. Bregnard, Auto Mechanics Institute, Hot Springs, Ark.

"Life Is Worth Living"—J. Leonard Love of The Love Co., Salt Lake City, Utah.

Manufacturer-jobber conference booths will operate at specified hours June 4, 5 and 6.

Convention entertainment will begin with a manufacturers' cocktail party at 6:30 p.m. Monday, June 4, but registration will begin



DISPLAY KIT 2WR

DISPLAY KIT 2R

DELUXE

MODEL 2B

*4950

TRULITE CORPORATION

WESTERN RIVISION 3453 Cahuenga Blvd. • Los Angeles 28 • HOllywood 2 0869

12 Depot Square • Englewood New Jersey • LOwell 7 1700



Colleagues in Cotton States, Inc., recently presented this "62" Cadillac "with all the trimmings" to M. D. "Buck" Taylor (right) of Taylor Parts & Supply Co., Andalusia, Ala., for his services as operating manager in addition to being president of the merchandising and warehousing association. Harold W. Hart, Sr., of Columbia, Miss., secretary-treasurer of the group, is shown presenting the keys to the air-conditioned car. At its recent convention in New Orleans Cotton States' 20 whole-salers saluted Taylor for "his services far and beyond the call of duty." Taylor is a past president of the Automotive Wholesalers Association of Alabama and is president of the Southeast Automotive Show.

at 3 p.m. the preceding day. The annual banquet and entertainment are planned for Wednesday evening.

L. J. "Lew" Messer, president of L. J. Messer Co., Lincoln, Neb., is president and H. A. Torgis of A. L. Torgis & Son, Toronto, Ontario, is first vice-president. R. G. Patterson is the veteran executive vice-president.

Porter Names Holbert Operating Head

CHARLES L. Holbert has been named executive vice-president of H. K. Porter Co., Inc., President T. M. Evans announced. He will be operating head, succeeding Clarence R. Dodson, retired.

Before joining the company earlier this year as vice-president, Holbert had been executive vicepresident of the Southern Pacific Milling Co., Ventura, Calif.

American Chain Names Ilko

Appointment of William B. Ilko as sales manager of the American Chain Division, York, Pa., has been announced.

LET'S GET THE FACTS ON THIS HEADLIGHT AIMING BUSINESS!

Since sealed beam aiming has become a new and profitable service, many questions have been asked by jobbers and dealers. We list here the questions and answers in an effort to help you arrive at an intelligent conclusion.

Question: Is sealed beam aiming really necessary?

ANSWER: Definitely yes—all sealed beam and car manufacturers stress the importance of correct aiming. It is a very important safety factor.

Question: Is sealed beam aiming profitable for the dealer?

ANSWER: Yes, although there is no set price, the aiming service is normally \$1.50 per pair. It pays off in customer service, too!

Question: What is the potential market for headlight aiming?

ANSWER: Over 75% of the cars have either one or both headlights out of line enough to impair correct visibility.

Question: Is a state permit necessary to adjust sealed beams?

ANSWER: No. However, in the few states that have state assigned stations, state approval must be obtained for equipment used in that official station only.

Question: I understand there are three 'on the car' aimers on the market. How can I tell which is best suited for my station?

ANSWER: Above all else—don't buy any equipment that does only half the job. If you can't check a pair of headlights in one minute or loss without removing the hood or cover ring, you're missing the most important factor of all!

Question: I heard some of the sealed beam manufacturers are making a new lamp with aiming points built right into the glass. Is this a good idea?

ANSWER: Yes, It is very practical, Just be sure the aiming equipment you buy fits both the new sealed beam and the sealed beams that are now in the 55 million cars on the road today.

Question: Are all adjustable levels the same?

ANSWER: Definitely not. Because complete accuracy is necessary, select the level most sensibly engineered for ease of setting, permanent accuracy and durable construction.

	TRULITE	TRULITE JR. GAUGES	TYPE	TYPE
Can I check sealed beams with- out removing the hood or cover ring?	YES	YES	NO	NO
Can I adjust the "new type and regular scaled beams?	YES	YES	NO	YES
Are adjustable levels die cast for permanent accuracy?	YES	YES	NO	NO
What type construction?	Permanent die c a s t w i t h chrome plated steel	Precision molded plastic & metal unbreakable	Metal stamping & welded	Plastic & meta
What extres do I get with gauges?	All steel display stand, metal sign and cus- tomer check pad	Wall sign with brackets & cus- tomer check pad	Sign & Clips	Paper sign

"Such as new Guide & G.E. sealed beams. Adapters are used with Trulite Gauge

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Funds to Combat "Coercive Selling" Sought at North Carolina Meeting

A "challenging big business the 'Blue Book' of industry" was heard last month at the annual convention of the North Carolina Automotive Wholesalers Association at Raleigh.

Henry Trauscht, general manager of Evanston Auto Co., Evanston, Ill., speaking as a member of the Anti-Monopoly Committee of the Automotive Service Industry, said that funds being solicited from wholesalers and aftermarket factories would be used to combat "coercive selling."

The veteran wholesaler asserted that "adequate enforcement of our

present laws would probably bring some relief" but the funds were needed for a campaign to "completely eliminate this cancer."

In discussing "the evils of coercive selling, we cannot limit our consideration to the activities of the big three car manufacturers," he said.

"They represent only part of the problem. The gigantic forces with which we are concerned must necessarily include the major oil and rubber companies. All of these goliaths of industry have achieved their present sales position, to a degree, in their ability to apply the squeeze on their dealer organization . . . at a considerable expense to us."

The first major program event was the showing of movies and slides of the association's Bermuda cruise out of Wilmington last November.

175 Attend Meeting

The next day the convention, which was attended by approximately 175 persons and by representatives of well over half of the association's 160 members, heard Don Costa of Mobile explain how the wholesalers could aid with the May "Safety Check" motor vehicle inspection program being sponsored by the Inter-Industry Highway Safety Committee (of which he is the southern representative) and other groups.

"Present indications are that North Carolina will lead all the other states in the number of communities participating in this check," he said.

Appearing on this phase of the program was Maj. Charles Speed, director of the safety division of the North Carolina highway patrol.

J. L. "Jack" Wiggins, executive vice-president of National Standard Parts Association, related the importance of the wholesaler's role, emphasizing how \$235 billion of business went through wholesale channels last year.

Floyd C. McLean of Laurinburg reported on the latest activities of the sales tax committee and plans for using the NCAWA's sales tax handbook. He later was awarded a trophy for his work in this field.

Three addresses were heard at the second and final day of the convention. James W. Cassedy, general counsel of Motor and Equipment Wholesalers Association, discussed the legal status of buying groups; S. G. Harrington, state wage-hour official, explained how the wage-hour law applied to



Co., Dallas.

valve parts

Airchrome VALVES, SPRINGS, GUIDES-and TIMING CHAINS

Manley Valve Corporation, 15th St. & Fairmount Ave.,

Philadelphia 30, Pa. Supplier to leading original

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tives: Lawrence M. Hirsig Co., Jacksonville; J. S. Connell



Officers elected at the convention of the North Carolina Automotive Wholesalers Association last month included (l. to r.): E. L. Brown of Hickory, retiring president; R. E. Kirkland of Wilson, president (elevated from the vice-presidency); W. E. Stanford of Greensboro, vice-president; L. T. White, Jr., reelected treasurer and named a director, and Jesse F. Jones, Jr., of Raleigh, the executive secretary; back row, Alex Strickland of Wilmington, a new director: three directors who continue in office, H. M. McKethan of Fayetteville, Edward MacClements of Charlotte, and B. E. Winstead, Jr., of Rocky Mount: two retiring directors, J. Richard Maxwell of Whiteville and R. G. Devlin of Whiteville, absent, was elected a director to succeed Harold Rea of Asheville, who retired.

wholesalers and James Ashworth, Charlotte, N. C., sales management consultant, spoke on "Human Relations and Enthusiasm in Selling."

At the banquet plaques were presented to the association's first three presidents—George McFarlane of Wilmington, Floyd McLean of Laurinburg and E. L. "Ed" Brown of Hickory.

A social and cocktail hour was given by Carolinas Boosters Club B-33. The Raleigh wholesalers maintained a hospitality room for the convention.

AWDA Expands Committee On Membership

THREE additional members have been added to the membership committee of The Automotive Warehouse Distributors Association, A. P. Walter of the Gabriel Distributing Co., Chicago, president, announced.

They are W. J. Klein of The Gabriel Co., F. R. Middleton of Herbrand Division and Reub Schrank of Lee Motor Products, Inc. 77WO

things count in a hose clamp . . .

Snaplock gives you both!



Goes on in seconds -

No need to back band out of housing—clamp is open, ready to slip over hose. Snap down screw, take up slack, and clamp is locked.



Stays on for good -

Snaplock's unique "swivel action" screw insures permanent grip. As slack is taken up, downward pressure is exerted on screw . . The greater the pressure, the tighter the grip!

SEE HOW SNAPLOCK'S "SWIVEL ACTION" WORKS.

SEND FOR YOUR SAMPLE TODAY!

the pacesetter in hose damps since 1913



Southern Members Added To NSPA Roster

NATIONAL Standard Parts Association has announced the addition of 76 members during the last several months. The list included 27 Southerners and those whose names have not previously been published are:

Motor Equipment Co., Albuquerque, N. M.; Champagne Auto Supply, Clay Center, Kan.; Cooksey Auto Parts, Marysville, Kan.; Burton Auto Supply, Alice, Texas; Jumbo Motor & Supply Co., Springdale, Ark.; Broyles Rubber Oil Co., Greeneville, Tenn.; Glasgow Automotive Supply, Inc., Glasgow, Ky.; McHugh Bros, Auto Supply, Maysville, Ky; Motor Car Supply, Winchester, Ky.; Toncray Auto Parts, Maysville, Ky.; Hagerstown Auto Parts Co., Inc., Hagerstown, Md., and Tri-State Auto Parts, Washington, D. C.

Bay Appoints Virginia Firm

Seaboard Industries, Inc., 2010 Chamberlayne Ave., Richmond, Va., has been appointed to represent Bay Mfg. Division of Life Time Products Corp., Youngstown,



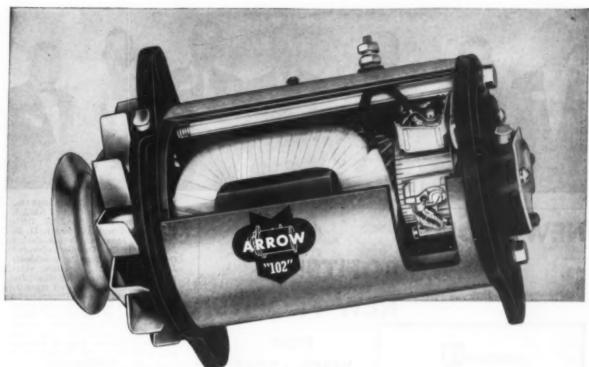
"We feel women do have a voice in the purchase of the family car."

Ohio, in North Carolina, eastern Tennessee, District of Columbia and Virginia. George T. Stevens, director of sales for Life Time Products, announced.

Wixson of Dallas Dies

R. H. Wixson, manufacturers agent of Dallas, Texas, died April 8 after an extended illness.





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how YOU can get
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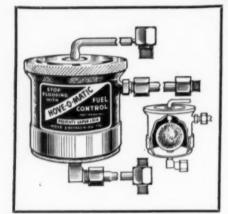


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how you can make
EXTRA PROFITS as an
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Write for the name of
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and
FLOODING
Automatically
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FUEL CONTROL

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Minneapolis 15, Minnesota

John Cunningham of Birmingham, left, retired as president of AWAA at the convention April 30. Officers elected were (1. to r.): D. B. "Donnie" Jones of East Alabama Auto Parts Co., Opelika, elevated from vice-president to president; John D. Lee of Anniston, vice-president; Lee W. Meriwether, Jr., of Montgomery, reelected treasurer; J. R. Williams of Decatur and E. J. Arata of Mobile, directors, and Nathan M. Roberts of Montgomery, who is executive secretary. Not present were two new directors, Charles Bath of Demopolis and James M. Taylor II of Andalusia.

Alabamians Urge Groups Toward Central Action

A RESOLUTION asking MEWA and NSPA to "give serious thought to having some central representation" of wholesalers won adoption at the one-day convention of Automotive Wholesalers Association of Alabama at Montgomery April 30.

Several members, in discussing the resolution, deplored the present absence of centralized representation of jobbers before committees of Congress.

Asserted J. R. Williams of Decatur, a past president of AWAA:

"We want to get rid of some of the bickering between the two national associations."

The convention's principal speaker, Robert E. Phelps of Phelps-Roberts Corp., Washington, D. C., pointed out how the absence of centralized representation had hurt legislative efforts.

The more than 50 jobbers present also adopted a resolution asking factories involved to restore the 2% discount on 10th prox.

P. J. "Pete" Sawyer of East Alabama Auto Parts, Anniston, explained his firm's simplified bookkeeping system.

The third convention speaker was William C. "Bill" Herbert, editor of Southern Automotive Journal.





Burris M. Gibbs (top) of Service Auto Parts, Knoxville, is the new president of the Automotive Wholesalers Association of Tennessee. J. Gordon Puckett (above) of Winchester Auto Supply, Winchester, is the new vice-president, Elected directors were Cecil Hopkins, W. T. Lowe, W. F. York, T. D. Rhodes, John Duke and George Kinney. Keith Broyles is the executive secretary.

Garage Operator Talks To Tennessee Group

THE aims and desires of the Chattanooga Garagemen's Association were explained last month to the annual convention of the Automotive Wholesalers Association of Tennessee at Nashville

Luther Turner, Jr., of Turner's Garage, Chattanooga, president of the garagemen, explained how the organization was out to raise the standards of the industry so far as garagemen and their operations are concerned.

R. H. Chilton, Jr., of Nashville, the retiring president of AWAT, assured Turner of the support and cooperation of AWAT.

Other speakers included Jack L. Finn, vice-president and general manager of Gardner, Inc., Cincinnati jobber, whose talk on "Business Management vs. Bank-Book Money" drew close attention.

State highway and safety officials addressed the group and there

was a discussion of the vocational training program which has been underway through the association's sponsorship.

A hospitality hour was given by Booster Club B-44.

J. V. Christensen (right) has been appointed El Paso zone manager for United Motors Service Division of General Motors. Christensen has been assistant sone manager in San Francisco, E. L. Knox, who has been El Paso zone manager, has taken an extended leave of absence for reasons of health.





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hesitation, rough shifting and between-speeds lurching. Also increases the efficiency of the up-shift and downshift action. Available in pint cans

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The IGOA board interrupted its work for this picture (l. to r.): David J. Tyerman of Burbank, Calif., Luther Turner of Chaftanooga, Tenn., Paul O. Wilson of Toledo, Ohio, John R. Breneman, Jr., of Lancaster, Pa., Ralph H. James of Tulsa, Okla., Carl Peel of Los Angeles, Calif., Howard Eves of Pasadena, Calif. (in rear), Jeff Newbill of Albuquerque, N. M., William R. Mayfield of Liftle Rock, Ark., J. J. Mitchell of Birmingham, Ala., Elry M. Welpman of Joplin, Mo., Ernie Welborn of Wichita, Kan. (in rear), Bert Cook of Dallas, Texas, Robert L. Pelletier of New Bedford, Mass., Robert W. Chase of Phoenix, Ariz., Mike Shannon of Wichita, Kan., Jack Spath of Detroit, Mich., C. W. Cruce of Tulsa, Okla., and J. C. Shannon of Wichita, Kan.

News Briefs

(Continued from page 15)

said that last year he traveled 53,000 miles by car during the 142 days he was away from home.

James B. Bushyhead, vice-president in charge of sales, Moog Industries, Inc., St. Louis, Mo., asserted at the opening meeting:

"When you get somebody as dedicated as Ralph James and some of these other fellows, you have to work with them."

He praised the outlook for the IGOA's success, but cautioned:

"I feel you would be crazy to become a buying group," and added later, "I see no place for you as a buying group, or as any kind of pressure group."

Bushyhead said that "one of your finest points is that you are run by garagemen—not by some slick promoter who is putting the money in his pocket."

He recommended that the organization have one man in every state to work with jobbers in pro-

moting memberships.

Ralph James, the executive director of IGOA, said that "facts and figures show that we garagemen have about 27% of the repair business, compared with 60% a few years ago, which proves to me that we have done a pretty poor job. Perhaps we have done a pretty poor job of public relations. Perhaps we have done a pretty poor job of competitive selling."

He said:

"I go along with Mr. Bushyhead in the first place that we are poor businessmen," and cited one garage owner who operated around the clock and yet couldn't meet his bills.

"We had better look around at our shop," declared James, a veteran shop operator of 25 years' standing who sold his shop to become the only full-time IGOA employee, "We had better consider if our shops are attractive to the public.

"We are not talking about quality work, which should be assumed. We are thinking of a place that is more up-to-date and because the public would think it could get better service at a modern place.

Consider Your Location

"Let's consider our location. Let's see if our building is cleaned up and painted up," he said.

Shops must have a good appearance and they must have modern equipment, he pointed out.

"You may be the best mechanic in the United States, but if you don't have the equipment and the shop when you get the customer in there, you can't prove you are the best," he said.

"The independent garageman is a glorified mechanic badly in need of a business education and salesmanship so he can make money that he can take home.

"We must elevate the industry to where it is again inviting to that man who is just finishing high school. You can get up as many technical training programs as your little heart desires, but if the industry is no good, he will not follow it."

James reiterated, as he has at meetings over the country, that "IGOA does not want to operate a warehouse, to be a wholesaler or the like," because "we are educated to operate a repair shop." Instead, he said, the group desires "to do everything possible to cooperate with the jobber because it is to our best interests, because it is a natural chain."

He said his members "want the jobber as the one source of supply," and recalled that "the independent manufacturer, the independent jobber and the independent garageman started together."

A discussion followed later on the need for state and national associations as a means of coordinating efforts to face steps to organize labor unions in garages.

A film on the Pennsylvania motor vehicle inspection law was shown at the Saturday morning session by Thompson Products, Inc., followed by an address by W. J. Davis, manager of the National Automobile Theft Bureau, Chicago, who urged garage owners to re-

port to police or his bureau any unidentified motor vehicles towed to their premises.

Edward Ford, editor of Motor, spoke of how shops could be modernized, particularly with some of the newer types of equipment.

John Moore of St. Louis, Mo., representing Hardware Mutuals, explained briefly how an insurance program could aid state and local associations.

Frank P. Tighe, editor of *Motor* Age, explained the value of a good public relations program. The





...the secret of profitable battery service!



Listen, Joe, there are mighty sweet profits in battery charging these days. All you need is the right charger. One that's so easy to use, it won't interfere with your routine work. That makes the take on a charging job real gravy. If that same charger is economical and 100% dependable... why, you got no more problems.

You guessed it, Joe, I'm talking about the newest addition to the Silver Beauty line, the Model 1010 multiple charger for 6 and 12 volt batteries. Hang it on the wall or set it on the floor or bench. It's series charging at the full rate and also handles 24 and 32 volt batteries. Of course it's backed by Triple A's unconditional guarantee.

Hurry, man . . . you're losing money without it.

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night before the other editors in attendance, Bill Toboldt of Motor Service, and William C. "Bill" Herbert of Southern Automotive Journal, spoke briefly.

The Saturday night banquet was addressed by O. C. Holaday, vice-president of Ramsey Corp., St. Louis, Mo., whose address was published in the April issue of this publication (starting on page 51).

The Sunday board meeting, lasting several hours, was kept open to the press, allied members and to IGOA members who were not delegates

The board voted to hold its next annual convention in Toledo, Ohio, the dates being decided later by the Ohio garagemen extending the invitation to be June 20-23. The California delegates also invited the association.

A representative of K & W Products, Inc., Whittier, Calif., told the delegates his company would supply a film on the Mexican road races to tie in with local meetings to arouse interest in joining the IGOA. Action on the offer was

postponed by the directors.

The attendance of about 110, it was pointed out, could not signify the importance of the meeting, as few of the IGOA conventions are expected to attract large numbers because only delegates frequently will be able to arrange to attend without having to close their shops back home, and sometimes even this will be necessary.

Who Attended

Approximately 110 persons attended the convention, nearly hal: of whom were garagemen. The list follows:

Garagemen—L. W. Partridge (and wife) of Tulsa, Okla., Carl Peel of Los Angeles, Calif., Howard Eves of Pasadena, Calif., Fred Wallock (and wife) of Little Rock, Ark., Wm. R. Mayfield of Little Rock, Ark., J. C. Shannon of Wichita, Kan., J. R. Carroll (and wife) of Wichita, Kan., Clarence Shaw (and wife) of Ponca City, Okla., Neal Montgomery, Dewey Jordan and Floyd Mathis, all of Shawnee, Okla., Elry M. Welpman of Joplin, Mo., Jimmie Mitchell and Gene England of Birmingham, Ala., Robert L. Pelletier of New Bedford, Mass., S. R. Hesson and Ed Sammetinger, both of Oklahoma City, Okla.

H. H. Wolf of Wichita, Kan., David J. Tyerman of Burbank, Calif., Claude E. Foote of Los Angeles, Calif., Paul O. Wilson, Erving B. Susor and Oliver Rideout, all of Toledo, Ohlo, Frank J. Hornyak of Struthers, Ohio, F. B. Smith of Youngstown, Ohio, Bert Cook of Dallas, Texas, Wayne Bettis of San Pedro, Calif., Alfred Greiving (and wife) of Wichita, Kan., John Spath (and wife) of Detroit, Mich., Luther Turner, C. Gledhill and V. W. Nelson, all of Chattanooga, Tenn., John Breneman, Jr., of Lancaster, Pa., Charles Cruse of Tulsa, Okla.

E. W. Hudson (and wife) and Herman Stiles (and wife), all of Wichita, Kan., J. F. Gaffney and Charles W. Hickman, both of Tulsa, Okla., E. R. Welborn (and wife and daughter) of Wichita, Kan., Jeff Newbill of Albuquerque, N. M., Ralph James (and wife and daughter) of Tulsa, Okla., Max Shannon (and wife) of Wichita, Kan., Robert W. Chase (and wife) of Phoenix, Ariz., L. C. Plant of Oklahoma City, Okla., R. S. Doward (and wife) of Tulsa, Okla., H. K. Thomas of Shawnee, Okla., Virgil Waterman (and wife) of Ponca City, Okla., Leslie Wilhelm (and wife) of Wichita, Kan., Chuck Tolland of Oklahoma City, Okla., Dick Jordan of Bessemer, Ala., and Jack Stiles of Wichita, Kan.

Representatives of allied members —N. S. Reynolds and Walter G. Punt of Otto-Items, Inc., St. Louis, Mo., John W. Porter of Champion Spark Plug Co., Wichita, Kan., John DeTirro, of Kansas City, Mo., and Hod Rowen of Cleveland, Ohio, both representing Thompson Products, Inc., O. C. Holaday (and wife) of Ramsey Corp., St. Louis, Mo., J. C.



Stant has been the recognized Complete Line source for automotive caps for a generation . . . no "Johnny-come-lately" in original equipment or for replacement. The line includes well-engineered radiator pressure caps . . . underhood radiator caps for older cars and trucks . . . locking gas caps pioneered by *Stant* . . . gas caps and oil filler caps for most cars and trucks.

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32 years of original equipment experience on filler caps for cars, trucks, tractors and direct to radiator manufacturers are back of the industry-wide acceptance of Stant caps. Write for catalog on Stant radiator caps, oil filler caps, gas caps and the Cap Merchandiser . . . naming your jobber.

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Used on America's Finest Automobiles as Standard Equipment for a generation

Wiles (and wife) of McQuay-Norris Mfg. Co., Wichita, Kan., J. B. Bushyhead (and wife) of Moog Industries, Inc., St. Louis, Mo., Robert H. Davis of Kansas City, Kan., and Jack Miller of Oklahoma City, Okla., both representing Wilkening Mfg. Co., Elmer Oleson, Jr., of National Standard Parts Association, Chicago, Clarence Bayo of McCord Corp., Detroit, Mich., Victor H. Freeburg of Kansas City, Mo., representing Perfect Circle Corp., and Ken Wood of Standard Motor Products, Long Island City, N. Y.

Guests included Bob Rittman of GAC Finance Corp., Birmingham, Ala., Phil Blake of Kansas City, representing Motor and Equipment Wholesalers Association, George Huston of Motor Equipment Co., Wichita, Kan., Dave Sumpter of Johnson Bros., Wichita, Kan., Roy Bozarth of Hardware Mutuals, Wichita, Kan., L. Hooker of Chicago and Harvey B. Carlton of Wilmington, Del., both representing Family Finance Corp., Ray Lloyd of the Kansas City Automotive Trades Association.

John Moore of St. Louis, Mo., W. R. Hine of Stevenspoint, Wis., and Jack Turner of Kansas City, Mo., all representing Hardware Mutuals, Frank P. Tighe, editor of Motor Age, Bill Herbert, editor of Southern Automotive Jougnal, Bill Toboldt, editor of Motor Service, Edward Ford, editor of Motor, Allen Richey of the Texas Independent Garagemen's Association, Austin, Paul P. Stevko of Kansas City, Mo., Edd Reaves of Equipment Service, Wichita, Kan., and Jerry Churchill of United Motors Service, Wichita, Kan.

11 Studebaker Trucks To Tour Texas

A CARAVAN of 11 different Studebaker Transtar trucks will tour Texas during a two-month period, demonstrating newest safety and performance engineering advances in trucks, General Sales Manager William A. Keller announced.

The leader of the caravan is the Texas Transtar, a gold and white star-spangled ½-ton pickup truck honoring Texas dealers. It is equipped with the new non-slip differential and 31 other performance, comfort and modern safety features.

The caravan was to start from Dallas on May 11 and will visit dealerships in 44 cities, providing the most complete full-line display of Studebaker truck types and equipment ever seen in dealerships in these cities.

Dallas' zone manager, Robert L. Stevens, heads a group of factory and field officials accompanying the carayan.

Texas was chosen to start the program because of the increasing importance of the trucking industry in that area. Results and ac-

ceptance in the first five cities will be analyzed with the aim of initiating the program in other zones, Keller said.

Valley Texans Elect Arnold

The Upper Valley (Texas) Auto Dealers Association has elected E. M. Arnold, Boggus Motor Co., president; D. J. Yoder, Yoder Motor Co., vice-president; Charles D. Clark, Charles Clark Chevrolet Co., secretary-treasurer; Les Mannering, Le Noir Oldsmobile Co.,

and Dave Blevins, Blevins Motor Co., directors. All are residents of McAllen.

Studebaker Trucks Go Tubeless

Tubeless tires were made standard equipment on all Studebaker Transtar trucks starting May 1, William A. Keller, Studebaker Division general sales manager, announced. Conventional tires and tubes will continue to be available as optional equipment at no extra charge.

IT'S FREE

Jarrett is packing one large
Miracle Cellulose Sponge in every case of
pints of Jarrett's SPRA-WITE—the miracle
"spray on — wipe off" white wall
cleaner that takes the mess and the
muscle out of cleaning white walls. Even
Grandma will buy a pint of SPRA-WITE
if you tell her about it. And the Miracle
Sponge is as good for waxing as it is for washing
a car.



JOBBER'S SPECIAL FREE GOODS OFFER

You get one case free with every order for four cases of ANY Jarrett Car Appearance Product —including the fast-selling Jarrett SPRA-WITE. Order today and cash in on this extra profit deal.



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Get Acquainted with Jarrett's Car Appearance Products

Wite-Wall Spra-Wite Tire-Brite

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Satisfaction Given - Not Promised CECIL H. JARRETT COMPANY, INC.

MANUFACTURERS OF CAR APPEARANCE PRODUCTS . NEWTON, N. C.

Plymouth Adds Facility For Plant Undercoating

A NEW \$150,000 installation for the undercoating of cars has been put into operation by Plymouth at its main assembly plant in Detroit. There are similar installations at assembly plants in Evansville, Ind., and Los Angeles.

William J. Bird, vice-president in charge of sales, said that two trends are responsible for the innovation. One is the increasingly large number of new-car purchasers who ask dealers for undercoating and the other is a growing preference by dealers to have the job done at the factory rather than in their own shops.

Dealers are offered a "package" which includes a sound deadening inch-thick fiberglass pad cemented to the underside of the hood in addition to the undercoating.

The undercoating operation was begun by Plymouth in January and some dealers immediately ordered all new cars undercoated. The proportion of cars undercoated at the factory doubled in February and increased again in March.

NADA's Anderson Dies In Washington, D. C.

R. "Rudy" Anderson, an extended and the National Automobile Dealers Association since 1937, died at his home in Washington, D. C., April 7. He had been retired for 15 months.

Shortly after joining NADA's staff, Anderson revised the format of the old NADA Bulletin to create NADA Magazine. His interest in the early history of the automobile led to his writing a book, "The Story of the American Automobile," published in 1950. He was working on a history of the association at the time of his death.

San Antonio Dealers Name Frank Houston President

THE San Antonio (Texas) Automobile Dealers Association has elected Frank K. Houston, Ranger Pontiac Co., president; Walter L. Windsor, Turbiville Motors, vice-president and Ned Collins, Jordan Motor Co., treasurer.

Gillespie Motor Co, of San Antonio has furnished two association presidents since September, 1955—Frank M. Gillespie, president of the Texas Automotive Dealers Association, and Frank W. Bitter, president of the San Antonio association.

C. M. Tillinghast has been promoted to parts and service manager, Automotive Division of American Motors Corp., Roy Abernethy, vice-president of automotive distribution and marketing, announced. Tillinghast joined Nash in 1943 as parts manager of the Atlanta zone. He at one time was used-car sales manager for a Nash dealership at Birmingham, Ala., and is well known to Nash dealers over the Southeast.





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"A better job quicker" — save time, seve labor.

Consistent high quality assured because every one of the more than 350 Schofield products is manufactured in our own plant.

Schofield's Position
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cooperation with the bodyman meet
anticipating his requirements and meet
anticipating his requirements and meet
anticipating with high quality, precision
ing them with high quality, precision
made Auto Body Replacement Panels
made Auto Body Replacement and
for Most of the "Rusting Out" and
for Most of the Body Sections.
Badly Damaged Body Sections.

WRITE FOR THE NEW 1956
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Schofield Panels are precision die formed.

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JOBBERS: CERTAIN TERRITORIES STILL OPEN. WRITE FOR FULL PARTICULARS.

Vehicle Limit Changes Cited by NHUC

Major changes in vehicle size and weight limits to make them more nearly correspond to those of surrounding states were enacted this year in Kentucky and Virginia, according to a survey of the National Highway Users Conference. Other changes became law in three additional southern states.

Kentucky increased the maximum gross vehicle weight limit for designated highways from 42,-000 to 59,640 pounds, increased the permissible length for a tractor semi-trailer combination from 45' to 58' and provided a 5% tolerance for axle, tandem-axle and tire equipment weight limits.

Virginia measures, effective June 29, increase combination length limits from 45' to 50', exempt trailers and semi-trailers from single-unit length limits, replace single-unit weight limits with a table of weights based on axle spacing ranging from 32,000 pounds for four feet to 56,800 pounds for 35' and provide for use of 40' buses in cities and towns, and 102"-wide buses in Arlington County.

Georgia repealed its bridge formula weight limits, provided a 13% increase or tolerance for single-unit length limits and for wheel and axle weight limits, increased the permissible vehicle combination length from 45' to 48' and provided a maximum gross vehicle weight limit of 63,280 pounds, together with a gross weight limit for secondary roads of 56,000 pounds.

Mississippi provided an exception to the 45' vehicle combination limit to permit automobile transports a length of 50'.

South Carolina provided that automobile transports up to 40,000 pounds gross weight and vehicles hauling Defense Department materials may have a height of 13½' on highways where clearance is sufficient, increased length limits for mobile homes and limited combinations over 50' long to daylight operations.

NADA Votes Support Of Road Legislation

Support for pending federal highway legislation and the taxes to pay for it has been voted by the executive committee of the National Automobile Dealers Association.

The move put NADA squarely

behind the drive to enact H. R. 8836, the highway bill sponsored by House Roads Subcommittee Chairman George H. Fallon (D-Md), and H. R. 9075, the highway user tax bill introduced by Rep. George Hale Boggs (D-La).

President Carl E. Fribley of Norwich, N. Y., in announcing the association's decision, said, "The urgent need for highways will be met by the passage of these two bills. For the sake of our growing national economy, for reasons of highway safety, and for purposes of national defense, it is essential that congress approve a federal highway program this year.

"NADA realizes that a program of this size, costing the federal government \$37 billion over a 13-year period, needs adequate financing. Therefore, we are supporting both the Fallon highway bill and the Boggs tax bill. We urge every member of congress to vote for each of them, since we believe that the passage of highway legislation depends upon the provision of adequate financing."



Chrysler Executive Cites Progress Without Enacting Pending Statutes

A UTOMOBILE companies voluntarily are making considerable progress in various areas of their business for which legislation is being considered, C. L. Jacobson, vice-president-sales of Chrysler Corp., told a house subcommittee on commerce and finance at Washington last month.

Referring to proposed legislation to regulate destination charges on automobiles and to curb socalled bootlegging of new cars, Jacobson testified:

"We question the necessity of laws at a time when the automobile industry, on a voluntary basis, has made and is making substan-



Vice-President Jacobson

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TIRE PROBLEMS with
these BISHMAN tools

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TRUCK
TIRE
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Heavy lifting, prying, pounding and hard work of mounting and dismounting tubeless truck tires are eliminated. Powerful, self centering air chuck operates on 140-175 lb. pressure. 110-220 Volt motor drives mounting and dismounting tools. A self-contained, movable unit that takes a minimum of space. Approved by major rubber companies. Capacity 17.5, 19.5, 22.5 and 24.5 drop center rims and wheels.



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Hard-work and guess-work of finding leaks in tubeless truck tires are eliminated. Just tip into tank, test and tip out. Handles passenger car tires and tubes up to 50" diameter, too. A rugged unit built for years of service.

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tial progress in curing the problems with which these bills seek to deal."

In regard to legislation which would allow exclusive sales territories for dealers, Jacobson said Chrysler Corp. "could go either way" on the proposed measure. He pointed out that, according to a questionnaire survey conducted among dealers by the Monroney senate subcommittee on the subject of exclusive territories, "Dealer sentiment was split down the middle—on about a 50-50 basis. Apparently, there is no strong majority feeling for exclusive territories on the part of dealers."

He said that Chrysler Corp. had never made a profit on the transportation of its cars, and that recent changes in distribution charges appear to be "drying up" the practice of bootlegging.

He continued, "The automobile industry has proved itself responsive to public demand. It accommodates itself to the changes that the course of events require and makes the necessary adjustments. It adjusts by evolutionary processes rather than revolutionary because, as a key factor in the economy, it bears a responsibility to avoid abrupt or ill-considered actions that would have possible bad effects for the many people and businesses that depend upon it."

GM's Shareholders Rise 100.000 in 12 Months

A N UNPRECEDENTED gain of 100,000 new shareholders in a 12-month period has been announced by Harlow H. Curtice, president of General Motors.

Curtice said that GM added its 500,000th shareholder on March 7, 1955, and 12 months later the 600,000 milestone was reached.

Austin Aims Research At Turbine Engine

BRITAIN'S Austin Motor Co., which has been working on a secret gas-turbine engine for some time, is now concentrating on development of a unit which it is hoped will achieve operating economy approaching that of a diesel, it was announced last month.

The Austin unit incorporates a highly-developed heat-exchanger which makes use of exhaust-gas energy to warm up the incoming gas flow, thereby improving thermal efficiency to an extent where fuel consumption is reduced.

Among problems still to be solved, however, is the production of an inexpensive heat-exchanger of light construction. When this has been done and improvements have been achieved in compressor and turbine efficiencies, the target may be reached, Austin officials said.

It Uses Diesel Fuel

The Austin gas-turbine is designed to run on diesel fuel. In the power unit, air is taken through an induction silencer and highly compressed in a two-stage centrifugal compressor, being heated up still further in the heat-exchanger.

Next, it flows into the burner, where fuel is injected. The compressor gases are then used to rotate a turbine which drives the compressor, and finally to energize the power turbine which in turn drives the car.

The exhaust gases are led through the heat-exchanger before being discharged (considerably cooled) into the atmosphere. The unit has a maximum engine speed of 23,000 rpm.

Advantages of the gas-turbine engine over other power units, according to Austin, are several. They include negligible frictional power losses in contrast to the piston engine; inherently good balance, owing to lack of reciprocating parts; very low consumption of lubricating oil; easy starting, hot or cold.

Igniter plugs are employed for starting, but once burning has commenced, the operation is continuous without electrical assistance. Provided the temperature can be kept sufficiently low, the life of the turbine blades will be indefinite. Austin's headquarters is at Birmingham, England.

Raymond G. Junqua Dies in Miami

RAYMOND G. Junqua, 54, manager of R. G. Junqua & Associates, an adjustment firm specializing in the settlement of losses in the automotive field, died last month in Miami, Fla. He was closely affiliated with Universal Underwriters, whose home office is at Kansas City, Mo.

Junqua, who was widely known and respected in loss adjustment work in the automotive industry, confined his work largely to that field. He entered the adjustment business in 1920 with the Crescent Adjustment & Inspection Co. in New Orleans, La.

"His French background made him unique in his field and enabled him to make many friends," said a statement issued by Universal Underwriters.

"As one person has so aptly put it, 'It has seldom been our good fortune to deal with a man so uniformly cheerful, courageous and vigorous in his thinking'."

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RIKER Manufacturing

Studebaker-Packard Aims for Funds To Expand Position, Nance Reports

STUDEBAKER-PACKARD Corp. is working on plans to obtain financing to improve its marketing position in the automotive industry.

This much was revealed by President James J. Nance in mid-April at the annual meeting of stockholders. "The new financing to be negotiated early in the year did not materialize as expected," the former Hotpoint president reported.

"The aggravated retail competitive conditions have not abated and our factory sales to dealers thus far in 1956 have been most unsatisfactory. There has been no



President Nance

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The Big Four KEN'S-WAY TIRE CONDITIONER . . . Trues, Regrooves and De-skids in simple operations. Fast, efficient and effective it pays for itself in a matter of months!



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metal object.

One sweep of the MAGIC HAND

over the surface of a tire and a

sound signal gives you the pin-

point location of any foreign

improvement in the climate, therefore, which would alleviate our problem.

"The first-quarter financial statements have not been completed, but it is certain that we shall suffer losses."

Up to the present, Nance said, "the additional financing to carry out our new program has not been arranged. Obviously we are confronted with an extremely difficult situation."

The directors and members of S-P management "have been giving this problem the serious attention it deserves," he said. "Alternate plans and courses of action have been, and are being, carefully prepared and fully examined. We have sought outside expert assistance whenever this seemed advisable.

"We are not in a position at this time to discuss the plans and courses of action which are being considered.

"I am sure that you will recognize that premature public discussion . . . could seriously jeopardize plans under consideration, and this would not serve the interests of shareholders. I must ask you to bear with me on this. I can only assure you that no reasonable and feasible solution to the company's problem is being left unexplored."

One dealer-stockholder said the problem was lack of volume. He declared that "if each of our 3,000 dealers can't sell at least one car a week, we're not going any place."

The S-P president agreed with that observation.

"We definitely have problems at the dealer level," he replied and went on to point out that S-P dealers last year made a profit substantially below the average dealer reporting to the National Automobile Dealers Association.



Ford Selects Trio To Aid Dealers

Three top Ford Motor Co. executives have been assigned to a newly-formed dealer policy board, the company has announced.

President Henry Ford II said the board's primary responsibility would be to keep top management acquainted with dealers' problems.

The head of the board will be Benson Ford, vice-president and director of the Mercury and Special Products divisions. The other members are Walker A. Williams, vice-president for sales and advertising, and Arthur S. Hatch, now western regional sales manager of the Ford Division. They will serve on a full-time basis and resign from their present positions.

Establishment of the dealer policy board was the main point in a four-point program announced which is aimed at improving the company's relations with its 9,000 franchised dealers. The program was unveiled at a meeting in New York of more than 1,000 New York and New England dealers. Similar meetings are scheduled for other cities.

Other points in the program include formation of a national institute of marketing to train sales personnel, changes in dealer franchises to provide additional options and benefits to dealers, and "clear-cut statement of company policy on such matters as bootlegging, price-packing and false registrations."

Kansans Will Hear Wiles At October Meeting

IVAN L. Wiles, executive vicepresident in charge of dealer relations of General Motors, will address the annual convention of the Kansas Motor Car Dealers Association. He was formerly vicepresident in charge of Buick Division.

The convention will be held October 4 and 5 at Hotel Baker in Hutchinson.

Roscoe Hambric is the veteran manager of the association.

Galveston Texans Elect

The Galveston County (Texas) Automobile Dealers Association has elected L. B. Welch, Welch Motors, president; Cummins Kennard, Bay Motors, vice-president, and Mack Wright, Oleander Motor Corp., secretary-treasurer.

Hudson Sends Rowe To Pacific Coast

R. F. Rowe, formerly St. Louis zone manager for Hudson Motors, has been named to the newly-created post of Pacific Coast regional manager. Dale Kirk has been named St. Louis zone manager.

Prior to joining the company in October, 1955, Rowe had been district manager, assistant zone manager and assistant national used car manager for Packard. He also operated a used-car business at one time in Kansas City, Mo.

Kirk joined Hudson last year.

Karnes County Texans Organize

The Karnes County (Texas) Authorized Dealers Association has formed and elected Walter W. Hill, Jr., Hill Motor Sales, Kenedy, president; Louis Kendricks, Karnes City Motor Co., vice-president, and Jim Avant, Kauffmann Motor Co., Kenedy, secretary-treasurer of the association.





Colbert Cites Expansion Of Chrysler Corp.

HRYSLER Corp. this year will invest more in plant expansion and improvement than in any previous year, President L. L. Tex" Colbert told shareholders at the annual meeting last month.

He said, "As it looks at present, our 1956 expenditures for these purposes will be somewhere between \$150 and \$160 million. This compares with \$137.5 million in 1955 and \$55.7 million in 1954."

Advising the shareholders that "the automobile business as a



President Colbert

whole is operating at a somewhat lower level than it was at this time last year," Colbert said Chrysler Corp.'s earnings for the first quarter of 1956 would be lower than in the first quarter of last year.

"At Chrysler Corp. production was reduced during the first three months of 1956 but our dealers' retail sales ran substantially ahead of these factory shipments," he said. "The effect was to bring field inventories of our cars into working balance with demand. Our dealers are in a good position to sell effectively in the spring quarter.'

Immediate reasons for the reduced earnings, he said, were the cutback in production during the first three months of this year and the greater selling costs in an increasingly competitive market.

"In addition," he declared, "it should be noted that under such competitive conditions it takes time to reap the benefits of the company's comprehensive program of divisionalizing its profit-making units, physically expanding its production facilities, and doing all the other important things that are related to such a program."



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Culver City, Calif. Toledo, Ohio The Missouri Automobile Dealers Association paid floral tribute to the Missouri State Highway Patrol on its 25th anniversary April 24 at Jefferson City. Shown in front of the floral piece are (l. to r.): Missouri's Governor Phil M. Donnelly, Russell L. Dearmont. vice-president, Missouri Pacific Railroad, a former state senator who steered the patrol enactment legislation through the general assembly in 1931; Col. Hugh H. Waggoner, patrol superintendent, and J. M. "Tom" Allton (Ford), Columbia, Mo.. first MADA president, who presented the floral design emblematic of the patrol's insignia.

Safety Belts Are Getting Legislators' Eyes

News accounts which almost daily credit seat belts with saving the lives of motorists are leading state lawmakers to consider making belts a mandatory requirement in new automobiles, according to the National Automobile Dealers Association.

No states now actually require seat belts to be installed in cars, but this type of law is on the books in some localities and is being considered in the present sessions of some legislatures.

In Illinois, for instance, there is a statute which requires that all new cars, starting from 1957, be designed for the attachment of seat belts. It has been ruled recently, however, that all cars already are designed for the attachment of seat belts. Arizona and Massachusetts currently are studying bills which would make seat belts a must for all new cars sold.

A few states, including Virginia, California and Michigan, have adopted laws calling for inspection of seat belts and requiring that they meet certain specifications.

Seat belts and other safety devices are being used as selling points on some make cars already, and all car manufacturers are studying their effectiveness. Some experts frown on their use because they say that the belts have not been perfected and that they give drivers a false sense of security.

Webbing for belts now are made in cotton, nylon, rayon and various combinations of these materials, but none has been proven better than the other. Belts are never attached to seats. The principle of the seat belt attachment is that when a load is applied the belt should not tear out of its moorings.







United States Rubber Sees Fine Year

NET profit for United States Rubber Co. should set a new record during 1956 despite a 10% decline during the first quarter, H. E. Humphreys, Jr., chairman, told the annual meeting of stockholders last month.

Humphreys estimated that sales would set a new record of \$230 million compared with \$225 million during the first quarter of 1955. He added that despite the fact that "automobile production will probably be less than we first estimated, we still expect 1956 total sales of close to one billion dollars. Our best sales record thus far is the \$925,539,000 for 1955."

"Last year we earned \$5.24 a share of common stock," Humphreys said. "Without our flood loss, we would have earned \$6.19 a share. We believe we shall earn at least as much in 1956.

"All in all business is good, and we look forward confidently to setting new records in both sales and profits for the year."

The first year of private operation for the synthetic rubber plants purchased from the government has resulted in a profit, Humphreys said. Selling prices have not been raised above what the government charged for many years, in spite of the fact that many cost elements have increased.

He reported that 24 new products, developed since World War II, have now reached a sales level of a million dollars a year or more. Among them are elastic vinyl upholstery and crash pads for automobile instrument panels.

The company's research budget is 17% higher in 1956, Humphreys said. This increase is in addition to the investment the company will make, with nine other companies, in a nuclear reactor which will enable the company to learn more about atomic energy as it relates to rubber and plastic products.

Jacksonville Floridians Elect

The Jacksonville (Fla.) Automobile Dealers Association has elected C. C. Kirby, Jr., Fletcher-Kirby Motors, Inc. (De Soto-Plymouth), president; William H. Terry, Jr., Bill Terry's, Inc. (Buick), vice-president, and William Catlin, Jr., William Catlin & Sons (Studebaker-Packard), treasurer.

Sales for First Quarter by GM Approach Record Created in '55

Civilian product sales of eral Motors in the near-record IVILIAN product sales by Genfirst quarter of 1956 were 4.3% above the first quarter a year ago, Harlow H. Curtice, president, and Albert Bradley, chairman of the board, announced April 26 in their quarterly report.

Defense sales continued the downward trend of the last two years and were less than half the defense volume in the first quarter of 1955, dropping from 9% of total dollar sales a year ago to 4% in the first quarter of 1956.

Net sales in the first quarter totaled \$3,065 million and net income was \$283 million after provision of \$329 million for United States and foreign income taxes.

In the first quarter a year ago, net sales were \$3,101 million and net income was \$309 million after provision of \$375 million for United States and foreign income taxes

Dollar sales of all GM products in the first three months this year were nearly equal to the recordbreaking first quarter of 1955, despite the decline in defense deliveries.

"The public has come to expect year-by-year advancements in styling, performance, comfort and safety in GM cars and responds to their appeal by buying them in in-

Frank G. McKenzie, president of Automotive Supply Co., Bluefield, W. Va., has been nominated for director of Zone 4 of Rotary Inter-national by the Bluefield club. He is currently president of the Virginias-Carolinas Automotive Wholesalers Association and has long been active in the civic af-fairs of his state and region.



creasing numbers," said the report.

"In the same way by accurately appraising customer tastes and requirements and then meeting them, GM has also earned a high degree of customer preference for its trucks, buses, household appliances, diesel locomotives and other products.'

Factory sales from all GM manufacturing sources during the quarter totaled 1,210,042 units. This was only 34,017 units, or about two days' production, below the all-time record first quarter sales a year ago.

Unit sales of cars and trucks from GM's United States plants during the first quarter of 1956 also nearly equalled the record first quarter of 1955. A decline in GM passenger car sales was substantially offset by an increase in truck sales.

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The continuous record for more than forty years of PEAK PERFORMANCE never a product failure—always consistently satisfied customers—has proven CONTINENTAL to be a highly valuable line to its customers.



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WELDING, BODY AND FENDER REPAIR

Train in our modern shops.

You learn with tools on real equipment.

Master a trade with a real future.

Many of our graduates earn \$100

per week and up. THOUSANDS OF MECHANICS NEEDED!

*50,000 NEEDED

The nation's requirements for new mechanics now is nearly 50,000 a year, as motor vehicle registrations begin mounting beyond 60,000,000. It has been estimated that mechanics graduating from schools number only around 10,000 a year.

*Southern Automotive Journal for January, 1956

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Future Suns to Shine On the Seat Cover

G EORGE Day, vice-president of the Automobile Seat Cover Manufacturing Association, predicted last month "automotive seat cover sales will increase to 17,000,-000 sets in this country within the next decade."

He said "the trend toward increased emphasis on styling of automotive interiors, a response to a desire for more personalized decoration of the stock car, indicates a bright future for the seat cover industry." Day is vice-president and general sales manager of the Lumite Division of Chicopee Mfg. Corp.

President of the association is Henry Sternberg, S. E. Hyman & Co., Fremont, Ohio. G. W. Fykes, Schoellkopf Co., Dallas, Texas, is a vice-president.

Goodyear to Expand Topeka Plant

A PPROXIMATELY one - quarter million square feet of floor space will be added to production facilities of Goodyear Tire & Rubber Co.'s tire plant at Topeka, Kan., Russell DeYoung, executive vice-president, announced.

Machinery to manufacture white sidewall tires, a unit to produce retread rubber and facilities to increase huge earthmover tire production 25% are included in the expansion plans.

Motor Vehicle Sales Lag Behind 1955

FACTORY sales of motor vehicles in the United States for the first quarter of 1956 totaled 2,-043,823, including 1,735,125 passenger cars and 308,698 trucks and buses, the Automobile Manufacturers Association reported April 26.

The total was 13.6% below total 1955 first-quarter sales, which included 2,104,498 passenger cars and 260,420 commercial vehicles.

Trichel Named President Of Amplex Division

A PPOINTMENT of G. W. Trichel as president of the Amplex Division of Chrysler Corp. has been announced.

Trichel succeeded A. J. Langhammer, who has been operating head of the division since its beginning in 1929 and president since August, 1940. Langhammer will retire June 30.

Robert S. Ingersoll Named Borg-Warner President

R OBERT S. Ingersoll, formerly administrative vice-president of Borg-Warner Corp., has been elected president.

He succeeds Roy C. Ingersoll, formerly chairman of the board and president, who was reelected board chairman and named chief executive officer.

Ford's Fifth Car To Come in '57?

WILL Ford Motor Co.'s fifth car be in production by next year?

Richard E. Krafve, general manager of the Special Products Division, would comment only partially last month on plans for the medium-priced car which, it has been estimated, may cost \$400,000,000 to bring out.

"Within the year we shall begin building our new dealer organization," said Krafve. As for the introduction date, "it is still some time away," he said.

The car will be the "epitome of the push-button era," he said. It will not be a Ford, Mercury or Lincoln with some shifting of trim and general body designs, but will be "all new" and distinctive.

Alabamian Is First For NADA in '57

REGISTRATIONS are already being received for the National Automobile Dealers Association's 1957 convention, which will be held in San Francisco early next year.

One of the most foresighted of the nation's franchised new-car retailers was O. Z. Hall, a Birmingham, Ala., Ford dealer — the first to sign up for the convention.

The trade meeting will open in San Francisco's Municipal Auditorium on Jan. 26 and run through Jan. 30. It will be the 40th annual convention of the association.

Automotive Plant Goes To Tennessee Town

A NEW million-dollar industry with car-factory contracts to manufacture windshield components is locating at Cookeville, Tenn.

Delman Mfg. Co. announced it was closing its Des Moines, Iowa, plant and would open at Cookeville on June 15. Production is expected to begin by July 1 for use on 1957 cars.

Atlanta SAE Hears Ornas

The Atlanta (Ga.) Section of the Society of Automotive Engineers heard Ted Ornas, chief engineer, styling section, advanced engineering International Harvester Co., Motor Truck Division, Ft. Wayne, Ind., speak May 7 on "Motor Trucks — Heavy Duty Plus Beauty."

LISTEN!



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The new Douglass Fiberglass Muffler "VelveTone" is the best-toned straightthrough muffler in the field.

Dealers and Jobbers: Check on the revolutionary features of this great new addition to the famous Douglass line of exhaust equipment.

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- · Automatic magnetic clutch with thermostat
- 1/3 more cooling coils
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- · Instant cooling, within 2 blocks
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UNDER DASH AND DE LUXE TRUNK UNITS

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Takes cling out of oil and grease—amulsifies it so that all dirt may be hosed off as easily as you rinse hands under water faucet. Launders engines faster, more completely and safer than steam cleaning (warm the engine). Self scouring action brings out factory new appearance — provides accurate visual inspection — Gunked engines run cooler. Genuine Gunk is sold in BULK sizes at better automotive wholesalers everywhere. Retail sizes may be tained at WESTERN AUTO STORES AND ASSOCIATE STORES.

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"See here, I'm no longer dancing to the factory's tune!"

In England You May Be "Lost"

To AN Englishman describing a car, a fender is a wing and the car's trunk is its boot. Where an American says he has a glove compartment in his convertible, the Englishman says he has a cubby locker in his drophead.

For despite the fact that the English automobile industry has worked American features of design and engineering into its products, the Queen's English-automotive variety-still calls a radiator ornament a mascot and a dump truck a tipper.

"We've put American fittings (nuts and bolts) into the cars we send to America," says Horace Denne, general export manager of the English Ford works, "and we've used the standard American gearshift so cars we send there are easier for Americans to handle than the type of European shift with four forward speeds requiring a lot of gear shifting. But our car talk hasn't changed.

"What an American calls a bumper guard, we still call an overrider; your shock absorber is our damper. Our caravan is your trailer. You ask a mechanic to remove the carbon, whereas we have the service staion decoke the car.

"And," Denne concludes, "the Englishman says he has a strangler in his saloon when an American says he has a choke in his sedan."

World War II GI's recall "wireless" for radio and "lift" for elevator, among differences of the two

countries' vocabularies. "Petrol" for gasolii "Petrol" for gasoline was a tough one, too, for master sergeants in the military fuel dumps, but somehow they managed to master the lingo.

Fruehauf Will Build West Coast Plant

RUEHAUF Trailer Co. announced plans last month to construct a new 250,000-square-foot trucktrailer manufacturing plant near Ontario (San Bernardino County), Calif., 41 miles east of Los Angeles.

The plant will be Fruehauf's third in the Los Angeles area.

Fruehauf's newest plant-construction of which is expected to start by October-will be built on a 100-acre site in the Vina Vista industrial sector, five miles east of Ontario, Calif. It is located on the San Bernardino Freeway at the Miliken Avenue turnoff. The modern Ontario airport, which is capable of landing the biggest military planes, is three miles away.

Hudson Appoints Stevens

Lester W. Stevens has been appointed director of dealer development for Hudson Motors Division of American Motors Corp., General Sales Manager V. E. Boyd announced. Stevens, who formerly handled dealer development for Chrysler Division's central zone. succeeds C. A. J. Hadley, who resigned recently.





Mr. **DL**-says: "**NEVER** clean hands with <u>SOLVENTS</u> or <u>ABRASIVES</u>! Be SAFE, reach for **DL** <u>HANDI-CLEANER!</u>"

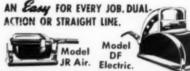


Solvents and abrasives irritate even the toughest skin... cause infections that can lead to Dermatitis. When grime and grease defy soap and water use DL HANDI-CLEANER... watch stubborn grime and grease dissolve with or without water.

Fortified with Lanolin and Hexachlorophene DL keeps hands soft, guards against infection and prevents the spread of Dermatitis.







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to the

SOUTHEAST AUTOMOTIVE SHOW BOOTH CONFERENCE

See us at Booth no. 05, where we will present "A Pictorial Tour" of Armature and Generator manufacturing, of interest to all jobbers.

GENERAL ARMATURE & MANUFACTURING CO.
Lock Haven, Pa.
Atlanta, Ga.

Senate Subcommittee Asks Steps Regarding GM Following Hearing

A LAW permitting dealers to sue their manufacturers for arbitrarily taking away a franchise is needed, according to the staff report of the senate judiciary subcommittee on anti-trust monopoly.

This was among the suggestions made as the result of a month-long study of General Motors Corp. conducted by the subcommittee last November and December under the chairmanship of Sen. O'-Mahoney (D-Wyo). The report was submitted by Committee Counsel Joseph W. Burns.

Other suggestions were that the Justice Department should make a prompt decision on whether to take anti-trust action against GM as a bus manufacturer, that divorcing General Motors Acceptance Corp. from GM would further competition in automobile financing and manufacturing, that GM should share its profits with consumers by lowering prices, and that GM expansion in the replacement parts business was threatening independent wholesalers and jobbers.

According to the subcommitte staff, the evidence indicates that the GM franchise system has been used as a device to deprive dealers of independent control over their own investment.

The report claimed that GM's distribution of replacement parts was endangering the existence of thousands of independent wholesalers and jobbers without any apparent benefits to the distribution system or the economy, but with great disadvantage to "hundreds of communities and thousands of employees."

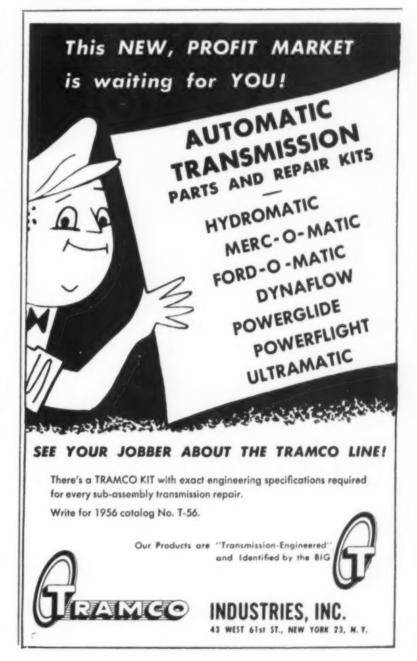
The report does not represent a subcommittee decision, but is merely the result of staff study. Recommendations for legislation, if any, will be made by decision of the seven senators who are members of the group.

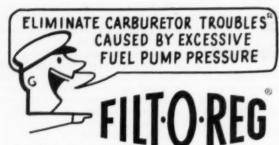
GM Hits Report

GM issued a statement denouncing the report as "wholly unwarranted" and based on opinion and hearsay rather than on documented fact. It said:

"Both before and during the hearings General Motors officials submitted voluminous information to the subcommittee on anti-trust and monoply about every phase of our business. A careful reading of the subcommittee staff report shows that little consideration was given to these facts by the staff in preparing the report and drawing their conclusions, which are wholly unwarranted. This report does not fairly represent the record of the hearings. Instead it reflects the same emotional, rather than factual, approach to the 'case study' of General Motors that pervaded the hearings themselves.

"It is particularly to be deplored that the one element which we consider to have been of the greatest significance in the development and growth of General Motors was apparently thought to be hardly worth mentioning by the staff. This most important single element responsible for our success has been management. . ."





COMBINATION

FUEL PRESSURE REGULATOR-FILTER

*STOPS FLOODING, STALLING, ROUGH IDLING. CUTS FUEL WASTE FILT-O-REG feeds the full and correct amount of filtered fuel to the carburetor at minimum pressure under any load, at all speeds and extreme weather temperatures. Exerts

a maximum 2 lbs. p.s.i., constant fuel pressure on the car-buretor float valve and seat. This provides the proper float level under all driving conditions. FILT-O-REG fits in the fuel line of any make or model car, truck, tractor or stationary gasoline engine. Factory set. No adjustment necessary. INSTALL FILT-O-REG ON YOUR NEXT TROUBLE ENGINE! Complete Satisfaction Guaranteed. DOES THE JOB!



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In only 9½ months SERVICING RADIATORS"

> McCain - Richards, Inc., Monroe, Louisiana

INVESTIGATE THE HUGE PROFIT POTENTIAL

"Our Inland-equipped radiator department took in \$18,984.14 from April 11 through the following January! Helps us maintain 100 percent service absorption. And when we pull a radiator off a oar we have a good chance to sell radiator hose, thermostata, water pumps, and other related items!"

YOU CAN DO AS WELL! Pierson Cherrolet Co., Vidalia, Ga., says: "Our Inland radiator repair department is the most profitable in our service department!" Robbins Motor Co., Marlow, Ohia. says: "Our Inland radiator department takes in \$500 a month!"

Inland, world's largest radiator servicing manufacturer, offers the complete package—quip mann, training and merchandizing. Mail the compon for free new book, "Blueprint for Profit."

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Factory school trains or your man quick-Hundreds of gradu-es are now expert tes are now exper a dia tor repairmen

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NEW HIGHLY ABSORBENT

- - the new extra-absorbent RAPID-DRI means safe-dry floors . . . low maintenance cost . . . high efficiency . . . bigger profits!
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NEW RAPID-DRI

HAS been heat treated to increase its absorbent qualities of soluble oil and grease. There's a ready market for RAPID-DRI waiting to increase your volume and make bigger profits for you. Stock up now!

> DISTRIBUTORSHIPS AVAILABLE For prices and literature write to

QUAKER SUPREME CHEMICAL CORP. MONTGOMERY, ALABAMA



on Display at the S.W. Automotive Show



Tarheels Hear Lander

(Continued from page 13)

Gone, in too many cases and too many towns, is the dignity and seriousness of our business. Now in too many minds we belong to the gypsy horse traders or racket auctioneer class, to be watched carefully, doubted completely and subjected to public treatment formerly accorded only to crooks and criminals-and the unfortunate thing about it all is that we, in most cases, have been responsible for this change in public opinion, for most of us have foolishly followed the lead of a few in the wildest display of putrid advertising ever witnessed in any industry.

Next, consider the factories' attitude toward their dealer bodies in 1955. With utter disregard for dealer welfare, proper distribution, sane consumer credit practices or demand, the factories crammed their cars into dealer stocks and advocated methods of operation that completely refuted their former practices, causing a complete collapse of sensible operations, profit consideration or public welfare in their mad scramble to outproduce each other and to pile up unheard-of volume and profits to their great glorification.

All Factories Not Guilty

Not all factories were guilty, but the effect of the guilty ones spread to the entire industry. They may all deny their contribution to our present condition, but I tell you frankly that if our NADA had not fought for us and caused a senate investigation into our affairs, our entire dealer body might have been forced to quit or go broke. If NADA never does another worthwhile act, it deserves our undying loyalty and our thanks for saving our very lives.

Proof that our extreme unhappiness finally seeped through to the heads of our factories, by means of the senate investigation, can be seen in the rapid manner in which General Motors came through with changes and adjustments in its dealer contract. May all others follow suit

There you have the main reasons for the gloom, the unpleasant predictions and the existing unrest.

Now, what you want to know is: What can be done about it?

There is a way out. The only way! And the Old Timers of America, the experienced automobile

dealers like yourselves, will form the foundation stones for the rebuilding of our automobile retailing business.

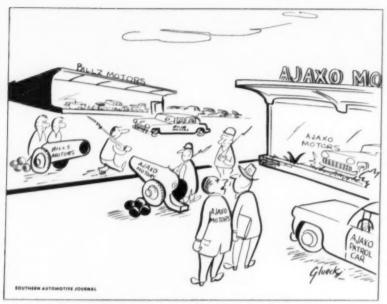
The only way we can make our comeback is through the return to a sane, decent method of operation that is profitable to the dealer and fair and honorable to the customer. This business can be operated at a fair profit, if all of us become more interested in the profit on each deal than in pushing out cars at above-normal volume to please some regional factory representa-

tive who calls upon us.

Fortunately for us, there is a bright indication that all factories have at last become interested in keeping their dealer bodies operating profitably and I'm told the pressure to sell at any price has greatly diminished. We must learn to disregard what competition is doing and concentrate, body and soul, on operating our own individual dealership so we can make a profit sufficient to give us a fair return on our large investment and keep us in business.



4341 West 24th Place, Chicago 23, Illinois



"We maintain our own territorial security."

You Old Timers have seen the sorry operators come and you've seen them go. You should be convinced by now that the only way to operate is on a sane, sensible basis with a profit objective strict-

ly adhered to. Today's accounting information enables any dealer to know exactly how much it cost to sell one car or one hundred.

Having this information, and knowing exactly what the selling

cost is, we are amazed that dealers keep selling cars with gross profits amounting to less than selling costs and lulled into thinking that if they do this often enough they will eventually make a profit. Every day now you see these fast-buck boys fade out of the picture. And as long as bad business practices continue to be the vogue in our business, more and more dealers will go out of business.

How can we regain our lost prestige? Again you Old Timers can lead the way in your community by emphasizing in your contacts, in your advertising, in your way of doing business, that the only way to run a dealership is the honest way where the "Golden Rule" is more important than the

sharp pencil.

Count heads in your own community. You know who the sharpies are. Has any of them been in business ten years—or even five years? No, of course not, because the public soon finds out what dealers cannot be counted on to make an honest deal, and that dealer goes out of business. It happens everywhere and has always happened that way in all businesses. We must be honest and fair in our

ASK THE MAN WHO KNOWS Good mechanics use Vellumoid on all water, gasoline and oil connections to insure their work. Southeastern Representatives Lawrence M. Hirsig Co., Jacksonville 2, Florida

WONDER SEAL

-THE ORIGINALINSURES A WATER TIGHT JOB
ON REBORE-REBUILD-RE-RING

AND VALVE JOBS

Why take a chance on comebacks.
Whenever cylinder heads are removed use WONDER SEAL and charge it to your parts cost.
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SEALS AND REPAIRS BLOCKS—
HEADS—WELDING LEAKS.

Miller Mfg. Co.

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GETS WHITE SIDEWALLS WHITER QUICKER



Jelly No Waste

You can depend on

RG made by

R. G. LINER CO.

Canton, N. C.

Sold through jobbers only

.

dealings with our customers, our employees and our factories. The only way is the honest way.

City after city is breaking into the press with stories of dealer groups agreeing to cut out all unethical, gimmick advertising and operating. All factories have publicly stated recently that they do not advocate unethical dealers and promised to put a stop to deceptive advertising and double-talk ways of operating. The chance is yours, Old Timers, to lead the way back. It will be hard, but right will win because the right way is the only way to operate a dealership.

So, I see for the Old Timers in all America a grand chance to put our industry back on its feet through their leadership and guidance. Take your responsibility seriously as it affects your community and your dealership. Join together to drive out the crooked money lenders and sharpie operators. Conduct your affairs with customers and factories so that you may earn and keep the respect of all who do business with you.

Show your neighbors, all over North Carolina, all over America, that decency and honesty prevail in our industry, and that ours is a proud, honorable and respectable group of businessmen, conducting the finest business in the world.

We can do it—and do it we must! The only way!

Honor Club of Nash Adds 385 Members

THE Nash Honor Club, an organization of elite retail salesmen, added 385 members in 1955.

Membership now totals 903. These salesmen sold 44% of the new cars and 47% of the used cars sold by Nash dealers last year.

Two salesmen tied for the newcar-sales championship — Norman Dille of Cleveland, Ohio, and Glenn Spaulding of Los Angeles.

Nash Promotes Stone

G. B Stone, Jr., has been promoted to executive assistant of Nash Motors Division, John W. Raisbeck, sales vice-president, announced. Stone joined Nash in 1945 as comptroller of the Kansas City zone. He was transferred to the St. Louis zone as business management manager in 1950. A year later he returned to Kansas City as assistant zone manager and in May, 1951, he was elevated to Oklahoma City zone manager.

Now Perfect Balance on Heavy Equipment at Top RPMs



Racing car owners have long relied upon Standard to provide perfectly balanced assemblies of crankshafts, pistons, connecting rods, and flywheels. Now our enlarged plant and new equipment permit us to offer the same service to heavy truck, bus, and tractor unit owners — to provide far better performance and longer service.

Standard's equipment includes ultra-sensitive Dynamic Balancers and "Shadowgraph" Scales which will record the weight of one-half a cigarette paper.

Standard's Balancing Service is worth many times its cost. We will be glad to give you full information.

Standard Crankshaft and Hydraulic Co., Inc.
117 Southside Drive, Charlotte, N. C., Phone Edison 3-5122

New

HANSON DWELL ANGLE TACHOMETER TESTER

- Quickly and accurately tests Dwell Angle (cam angle) and Engine R.P.M. on 4, 6 and 8 cylinder engines, both 6 and 12 volt systems.
- Tests Engine Performance and Carburetor Idle Speed Adjustment.
- The Hanson Tachometer Tester is battery operated, making it ideal for road testing.





The Hanson Dwell Angle Tachometer Tester is an important instrument for testing engine performance, and is essential in the measuring of Dwell Angle and Engine R.P.M. Mechanics' Price Attractive, easy to read 2 color dial. Comes complete with sim-

ple, easy-to-follow instructions.

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SALES TO OWNERS OF '56 CARS! EXTRA PROFITS ON SEAT COVER SALE!

Fastest moving leather and plastic cleaner and conditioner on the market. Cleans—softens—protects in one fast operation! 8 oz. can retails for 98¢—you get a full mark-up! Has self-selling display carton.

ORDER TODAY!

TANNER PRODUCTS
DEPT. SA 716 E. WASHINGTON BLVD.
LOS ANGELES 21, CALIFORNIA

Pontiac Personnel Moved For Closer Contacts

A MOVE to place Pontiac Motor Division's assistant general sales managers in closer contact with the field organization and dealers has been announced by Frank V. Bridge, general sales manager.

The country was divided into eastern and western areas, effective May 1, Bridge said, with E. J. Chapman in charge of the eastern area, including eastern, central and southern regions. His headquarters are New York City.

R. E. Thompson will be in charge of the western half of the United States with headquarters in Chicago. He will be responsible for the territory covered by the midwestern, western and Pacific regions.

Founder of Franklin Car Dies in Syracuse

HERBERT H. Franklin, 89, founder of the Franklin automobile, died last month at his home in Syracuse. N. Y.

The first Franklin was sold in 1902 for \$1,200. The company sold 12 cars that year. In the '20's production climbed to 8,000 a year and by 1930 to 15,000. The company went out of business in 1934, a victim of the market crash and competition.

St. Petersburg Elects Adcock

The St. Petersburg (Fla.) Automobile Dealers Association has elected Louie Adcock, Adcock Motor Co. (Buick), president; M. B. Ross, Ross Chevrolet, Inc., vice-president, and Gary Walsh, Gary Walsh, Inc. (Chrysler-Plymouth), secretary-treasurer.

Houston Group Elects Parker

The Houston (Texas) Automobile Association has elected Al Parker, Al Parker Buick Co., president; Griff D. Vance, Sr., Vance & Sons Nash Co., vice-president, and H. D. Schleeter, Jr., Mosehart & Keller Automobile Co., secretary-treasurer.

Marylanders Meet May 11

The Automobile Trade Association of Maryland will hold its first golf and dinner party of the season May 11 at the Woodholme Country Club, Pikesville, Md.

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HYDRO-AIR

PRESSURE WASHER
\$095

The easy, effective way to wash cars and clean meters and parts.



- blasts stubborn dirt
- · no back splash

No boots or apron needed with HYDRO-AIR

Connects to regular air and hot or cold water outlets. Composition rubber sleeve is available to protect user's hand when hot water is used. ORDER YOUR HYDRO-AIR WASHER TODAY FROM YOUR JOBBER. If he cannot supply you, we will ship direct, postpoid.

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NOW . . . LEARN AT HOME THIS EASY WAY ON ACTUAL TRANSMISSIONS!

You learn to Service, Repair and overhaul ALL Automatic Transmissions on today's cars in this tested, Shop-Type Course. You LEARN BY DOING at home or in your shop—follow clear, illustrated instructions—actually work on HYDRA-MATIC, DYNAFLOW and FORDOMATIC Transmissions . . . not models! Get into this money-making new field NOW! Write today for facts on . . .

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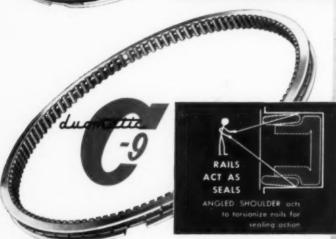
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